

CHEMIST & DRUGGIST

The newsweekly for pharmacy

a Benn publication

June 25 1983

Glaxo seek to broaden 'Vestric' shareholding: Here to stay' says Worling

Sangers NI go public

Pharmacare': Bristol - Myers' pledge to the pharmacist

Electricals SPECIAL FEATURE

Countless breastfeeding mothers are suffering the discomfort of sore, cracked nipples. It is a common problem which usually occurs in the first few weeks while the breast is adjusting to its new role. Nevertheless, the condition can be extremely painful and distressing which often results in anxiety.

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THE RELIEF THAT BREASTFEEDING MUMS ARE CRYING OUT FOR.

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FULL COLOUR ADVERTISING

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CHEMIST & DRUGGIST

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Editor/Publisher:
Ronald Salmon MPS
Assistant Editor:
John Skelton BPharm, MPS
Contributing Editor:
Adrienne de Mont
BPharm, MPS
Beauty Editor:
Liz Platts BA
Editorial Assistants:
Patrick Grice BPharm, MPS
Paul Slade BA
Steven Titmarsh BPharm, MPS

Price List Controller:
Colin Simpson

Director: James Lear

Advertisement Manager:
Peter Nicholls JP
Assistant Advertisement
Manager:
Doug Mytton
Production: Shirley Wilson

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ABC

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Regional advertisement offices:
Midlands: 240-244 Stratford Road, Shirley,
Solihiull, W. Midlands B90 3AE
021-744-4427

East Anglia: 71 Welsford Road, Eaton Rise,
Norwich NR4 6QD
0603 54284

Scottish: 18 High Street, Paisley
041-887 0428

North East and North West: Techno House,
388-394 Low Lane, Horsforth,
Leeds LS18 4DF 0532 583329

West Country & South Wales:
10 Badminton Road, Bownend, Bristol
BS16 6BQ 0272 564827

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COMMENT

Unethical?

Independently, both Xrayser and a contributor to our correspondence columns have this week attacked pharmacists who buy parallel-import "ethicals" as either unethical or perpetrating what amounts to a fraud on the taxpayer. Neither is being particularly "holier than thou" — simply realistic about the long-term effect.

Such realists would, of course, be among the first to follow the proposed procedure for making parallel importing financially unrewarding. This has been agreed between the Department of Health and the Pharmaceutical Services Negotiating Committee and will involve the pharmacist endorsing prescriptions with the fact that the product supplied is a parallel import — not with the price, though, that will be determined as some sort of average arrived at by negotiation between the DHSS and PSNC. We hesitate to mention the fact that those who are prepared to make a fast buck at the taxpayer's expense may be realists of a different kind — ones who appreciate that every time they forget to endorse, they put the differential in their pockets!

But we too forget: the PSNC's agreement to this doubtful proposal is conditional on the Department taking interim measures to resolve the question of excess profits made by the industry, and to introduce a discount scale for dispensing doctors. (Perhaps PSNC considers these two conditions are so unlikely to be met that the proposal will never be implemented). Both are laudable ideals to include in any manifesto, but one is based on subjective reaction, and the other is a symptom of a problem which can be relieved only by treating the disease. And neither has anything to do with the rate pharmacists should be paid by the NHS for products they have purchased at cut-price, and on which some are making profits beyond those negotiated. (In case any reader wonders

which side we are on, we do not accept that the negotiated level of profit is sufficient; we are, however, on the side of honesty).

With regard to industry profits, we have said all along that the DHSS has the power to exercise control through the Pharmaceutical Price Regulation Scheme. It can cut profits to the bone, kill the UK as a research and manufacturing base, or take the opposite road. Surely every pharmacist should be hoping that the power is being exercised in the overall national interest. But where the Government *does* need to take action is within the EEC (in particular) to bring an end to the national controls that are creating and emphasising the price differentials — especially the situations where manufacturers are tempted or forced to retain markets by competing at "marginal cost" rates.

Perhaps the answer lies at the other side of the world, where in New Zealand an end to parallel imports is envisaged through a new Medicines Act which will require all drug imports to be accompanied by a batch analysis certificate, available only from the manufacturing company. But then, the EEC is bent on removing such hinderances to "free" trade. Clearly our forceful Prime Minister should be banging a few more EEC tables.

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Vestric 'in business to stay' says Worling

Glaxo have confirmed that discussions are in progress regarding the future of Vestric, and say these are aimed at "broadening" the wholly-owned subsidiary's shareholding. They emphasise that talks are at an early stage, and say no conclusion can be expected for several months.

"The discussions are aimed at creating an environment in which Vestric can react more easily and quickly to rapidly changing market conditions in pharmaceutical wholesaling" Glaxo add.

Vestric managing director Peter Worling stresses that the company is keen to put an end to recent rumours that they are about to be sold off, probably to a consortium of pharmaceutical manufacturers (*C&D* June 11, p1100).

"Vestric are in business to stay" he told *C&D*. "We are entering a period of development and expansion with increased sales and market share, and these discussions are aimed at improving and developing our operation, not selling us off."

Computer expansion

As part of this expansion Vestric are currently installing new £1 ¾m central computer facilities at their Speke

premises, and plan an 18,500 sq ft extension to their Bristol warehouse to meet expected increases in demand in the South West.

The new computer system, which will eventually completely replace Vestric's existing configuration at Speke, is an ICL 2966. The first phase of the change-over is already underway, with the first pieces of hardware now installed and being tested. The new system will take over from the old on a gradual basis, but should be well-established by the end of this year.

The ICL 2966 will give Link users the facility of direct order entry, and will accept orders overnight and at weekends. It also offers increased storage capacity compared to the three ICL 2960s Vestric currently operate. "We will then be able to take all the ethical business the pharmacist can throw at us," says Peter Worling.

The Bristol warehouse expansion is felt to be necessary as Vestric anticipate the need for considerable additional capacity in the South West over the next year. The warehouse was only opened in 1980. Vestric have currently got to the stage of applying for planning permission and expect the extended buildings to be ready for use within twelve months.

Discount inquiry results ready

The Pharmaceutical Services Negotiating Committee is to meet with the Department of Health at the beginning of July to discuss the provisional results of the discount inquiry. No details are available at this time prior to PSNC/DHSS negotiations.

Simpler contract?

A meeting with the Minister for Health to consider the simplification of the contract has been asked for. Mr Kenneth Clarke, Minister for Health, urged simplification of the contract in June last year, as soon as the problems being investigated by the review panel were settled (*C&D* June 19, p1112). Speaking at PSNC's first annual dinner he said: "... A complex system also causes many disagreements and disputes."

He continued: "Some want a larger basic practice allowance plus fees; others wish to retain on-cost as a safeguard against inflation. Basically what everyone wants is to be reimbursed as near as

possible the actual costs of the drugs they supply plus other costs and some reasonable level of profit. The need is to find a simple and acceptable method."

'Parallel' endorsing

PSNC has conditionally accepted a DHSS proposal that the pharmacist endorses a script filled with a parallel imported medicine to indicate as much. The price paid would be subject to negotiation between PSNC and the Department.

Before the proposal can be implemented PSNC will insist that the Department of Health takes interim measures to introduce a discount scale for dispensing doctors and to rectify the excess profits said to be made by the pharmaceutical industry.

PSNC and ANP to meet over BPA

The Association of New Pharmacies is to be offered a meeting with executives of the Pharmaceutical Services Negotiating Committee to discuss, in general terms,

the Basic Practice Allowance. No date has yet been fixed since the decision to meet was taken by the PSNC last week.

No further progress can be made on the implementation of the two-tier £5,000 Basic Practice Allowance sought by local pharmaceutical committee representatives at their annual conference, until Ministers in the Department of Health formulate a policy BPA. A PSNC spokesman says: "The BPA, as a concept, is a matter for Ministers."

The outcome of the meeting of PSNC executives with DHSS representatives to discuss the matter (*C&D* May 28, p972), was reported to the Committee last week. Originally PSNC has hoped to conclude negotiations with the Department over the BPA proposals by the beginning of July (the third anniversary of the introduction of the BPA), however the General Election prevented this.

MDA controls on dextropropoxyphene

Dextropropoxyphene will come under the control of the Misuse of Drugs Regulations 1973 from July 18.

It will be included under paragraph 6, schedule 2, Oral preparations containing not more than 135mg dextropropoxyphene (calculated as base) per dosage unit or with a total concentration of not more than 2.5 per cent (as base) in undivided preparations will be included in schedule 1. Products in schedule 1 are exempt from the prohibition on imports, export and possession but subject to Regulation 23.

In practice this means that proprietary dextropropoxyphene preparations are not subject to the Controlled Drug security, handwriting nor prescription record requirements but suppliers (including pharmacist) must keep invoices or their copies for two years.

The Dangerous Drugs: Misuse of Drugs (Amendment) Regulations 1983 (SI 1983 No 788, HMSO £0.75) also add sufentanil and tilidate to schedule 2, paragraph 1.

Briefly

■ Three more Safeway pharmacies will be opening later this year. In September, stores at Wilmslow and East Grinstead are due to open, and at Bitterne, Southampton, in October.

■ North Western Regional Health Authority is being sued by Mrs Anne Marie Potts who claims she was given Depo-Provera without her consent. The hearing at Manchester Crown Court started on June 20.

NPA campaign to reach 5½m next month

Next month the National Pharmaceutical Association's advertising campaign will appear in magazines having a combined circulation of over 5½ million readers.

Advertisements will be in the following July issues (circulation figures in brackets): *Reader's Digest* (1,629,428), *My Weekly* July 7, 23, 30 (756,400), *Woman's Own* July 16 (1,370,493), *People's Friend* July 30 (684,921), *Living* (474,544), *Mother* (70,028), *Parents* (96,332), *Slimming* (310,024) and *Woman's World* (258,044).

New titles being used in September are *TV Times* (circulation almost 3m) and *Family Circle* (432,000), which is distributed through supermarkets.

At last month's NPA Board of Management meeting, the advertising subcommittee reported on the first two months of the campaign. Reaction from the committee members was extremely favourable although it was too early for there to have been any general response from NPA members. The Board agreed it was essential to keep the membership informed about the campaign's progress.

By the end of the year (that is at the end of the first phase of the campaign) it was estimated that 74 per cent of the adult population would have seen the advertisements an average of eight times. More than 86 per cent of the particular target audience (women with young families) would have seen the advertisements an average of 10 times. Further market research would be carried out in the Autumn to establish objectively the impact of the campaign and to help the Board decide its future plans.

Doctor dispensing in Guernsey

The Board considered a report about dispensing in Guernsey which had been prepared by the Guernsey Chemist Contractors Committee. Mr Michael Thornton, the Board member whose area includes Guernsey, said that members on the island would undoubtedly welcome help or support from the NPA, especially in combating the spread of doctor dispensing. The statistics attached to the report showed that the rate of closure of pharmacies in the Channel Islands during the decade to 1982 had been considerably higher than elsewhere in the UK.

It was agreed that the director, Mr Tim Astill, who would be visiting Guernsey, should seek an opportunity to meet local pharmacists for a discussion about their problems. A decision about further action would await the director's report.

□ *NPA Services Exhibition Edinburgh* Both the Business Services Committee and the full Board received reports from those Board members and senior staff who had attended the exhibition on May



"These disposable razor reps get more aggressive every year!"

15. The exhibitors had been delighted at the response and most had reported sales greatly exceeding their expectations. On the NPA services stand many items had quickly sold out. Similar shows would almost certainly be held in the future but it was decided to leave discussion of venues and dates until a future meeting.

□ *Training groups.* The Board was pleased to hear that a training group had been formed in North Wales and that members in the area had been notified. Arrangements for a group to be based in Worcester were almost complete.

□ *Seminars.* At the suggestion of Mr Marshall Gellman it was agreed that a course on "Planning for retirement and leisure" be organised.

□ *Staff training course.* There had been a welcome increase in demand for the NPA leaflet staff training course. The Board approved the principle that a certificate be offered to assistants who had completed the task sheets which are now an important adjunct to the training leaflets.

During the general discussion about NPA training services it was recognised that the training department was now among the most important at Mallinson House. It was vital that the Association continued to do everything possible to provide members and their staffs with a comprehensive range of training courses, aids, seminars and facilities and that members be encouraged to participate fully. Many of the services were provided free or at a subsidised cost but the Board unanimously agreed that it was more important to provide the services than to make a profit out of them.

On the proposition of Mr Leslie Calvert, chairman, training subcommittee, the Board formally but enthusiastically recorded its continuing commitment to training.

□ *NPA Board membership.* There has been no candidates in the triennial election for a Board member to represent area 7 and the seat was therefore vacant. Under the NPA Articles of Association, they did not have the power to hold a special election or co-opt to fill the vacancy: it was agreed that a motion be put to the forthcoming NPA annual meeting to amend them.

'Thats Life' with benzodiazepines

BBC 1's "That's Life" has received over 1,000 letters from patients in an investigation to discover the extent of addiction to the benzodiazepines.

Few people have written about the help the drugs can give — so few that the programme appealed for further evidence on that side — and many have presented "extremely painful stories".

"It is clear there is what amounts to an epidemic of people dependent on these drugs," it was stated on last Sunday's programme. Many of the respondents found comfort from knowing that others had been through the same experience.

In the previous programme several cases were documented, with one patient on Librium or Valium for 18 years and all having difficulty persuading prescribers that they should no longer be on the drugs.

The presenters pointed out BNF warnings that the group should be used only for patients whose anxiety is clearly handicapping, that withdrawal symptoms are to be expected, and that addiction is particularly likely in patients with a history of alcoholism. It was also reported that the Committee on the Review of Medicines had said in 1980 that prescriptions should be limited to short term use.

However, a consultant estimated that 250,000 of five million people taking tranquillisers are dependent on them; he suggested that only 5-10 per cent needed the drugs. "That's Life" gave the name and address of a help organisation — TRANX: Tranquilliser Recovery and New Existence.

US Opren claims

Sixteen British families who allege that their relatives were harmed by Opren are claiming damages totalling \$2,880 billion (£1,895 billion) from Eli Lilly who are being sued in US courts, according to a report in *The Guardian* last week.

New move on out-of-hours payment

The Guild of Hospital Pharmacists is to press the management side of the Pharmaceutical Whitley Council to suggest proper rates of pay for out-of-hours work done by pharmacists and to seek a meeting of a joint working party of both management and staff sides of the Whitley Council with the Health Minister.

Dr S.E. Fullerton, chairman, staff side of the Council, told the Guild Council at the June meeting that the Government's credibility over the issue had now been lost following the 8.7 per cent increase in salary offered to doctors. He described the response to various letters written by both himself and the president as "very disappointing".

The petition, which currently has 7,000 signatures, should be revived, said Dr Fullerton, and an early day motion drawn up and proposed, with close monitoring of MPs signing it. The time was also right, following the election changes, to urge new district management teams and DHAs to write on the matter to new MPs, to the DHSS and the Social Services Secretary.

Gradings review

Staff side members of the Pharmaceutical Whitley Council have begun a review of the gradings of the new District Pharmaceutical Officers one year after the NHS reorganisation in England. A questionnaire is to be sent to DPhOs to check on their responsibilities, whether they have the title of DPhO and if the post is full time, shared or split. Council says it is mindful that a review of all grades, not just those of officers, must take place.

Five-day week?

An investigation of the current local arrangements on hours worked is to take place following a motion from the branch

Incontinence response favourable

Unichem have received "hundreds" of letters in response to their incontinence service advertisements in women's magazines, according to Mr Bill Hart, assistant marketing director.

50 letters

They have also had 50 or so letters in response to the television advertising of the "confidential hygiene service" available through pharmacies stocking the Unichem incontinence range (*C&D* February 26, p358). The commercial was screened mid-afternoon because the IBA would not allow the advertising of this potentially embarrassing subject at peak times when children might be watching.

Mr Hart told *C&D* that Unichem would probably repeat the magazine

delegates meeting this year which called for a five day working week with all other work to be paid for at an enhanced rate. A questionnaire is to be drafted and circulated by district members.

A working party set up to study how to improve recruitment proposes that at local level each Guild group should have a membership secretary and members designated to liaise with them. A registrar should be appointed to co-ordinate membership secretaries, it says. Other suggestions include revision of the Guild recruitment book and publication annually of a "recruitment article."

Dr T.R. Lowther will represent Council on a reorganisation subcommittee of the General Whitley Council. The subcommittee has been set up because NHS reorganisation in Scotland is now experiencing particular problems. Mr Lowther is district member for Scotland and Northern Ireland and a divisional member for Scotland.

Council approved proposals for the formation of a new group in Essex and for the changes of name of the Sheffield group to South Yorkshire.

New appointments

Mr M. Beaman and Mr J. Ashford have retired from Council as district members following their appointments as DPhOs in new districts, Barnet and Blackpool. Miss M. Dinwoodie and Mr P. Sharott have been appointed DPhOs for Harrow, Hounslow and Spelthorne, and Hammersmith and Fulham respectively, but being national and not district members do not have to retire from Guild Council.

Council agreed to co-opt, until the next annual meeting Mr David Samways, principal pharmacist, King Edward VII Hospital, Windsor, as district member for the South East and Mr Ron Pate, staff pharmacist, Nottingham General Hospital, as district member for the Midlands. Mr W.T. Brookes will replace Mr Ashford as the delegate to the Health Services National Advisory Council.

campaign later this year but would have to consider seriously whether or not to repeat the television campaign because of its expense. The commercial was shown at a Press conference held this week by Coloplast Ltd to draw attention to the problems of incontinence.

Quantity surveyors soon to advertise?

Chartered quantity surveyors may soon be able to advertise in the Press and on radio and television.

The quantity surveyors divisional council of the Royal Institution of Chartered Surveyors has decided there should be some relaxation of the profession's rules on advertising, but the final decision rests with the general council which is to meet in November.

OHE report comes in for criticism

The pharmaceutical industry in Britain is a victim of its own success, claims Professor Teeling-Smith in the latest publication from the Office of Health Economics, "The future for pharmaceuticals: the potential, the pattern and the problems." The report has been criticised for promoting the industry and using "scare tactics."

The paper follows the theme that innovative research and the continued success of the industry in this country are threatened by excessive legislation and government interference.

Professor Teeling-Smith spoke on Radio 4's Today programme on Monday about the situation. Speaking on the same programme the next day Alistair Mackie, former director general of the Health Education Council, cast doubts on the "second pharmacological revolution" prophesied by the professor, and suggested that improved diet and living conditions had contributed as much to the eradication of disease as medicines. Mrs Gwyneth Dunwoody, opposition spokesman on health, condemned the OHE for resorting to "the kind of scare tactics" that show the weakness of the industry's case.

Further OHE research

People over 65 account for just over 40 per cent of all NHS spending, including one-third of the total medicines bill, yet they number under one-sixth of the population, according to Office of Health Economics research.

But the elderly in Britain are not significant users of self-purchased medicines because they are exempt from prescription charges.

OHE denies that there is overall excessive use of medicines in the elderly. Research among 100 old people being taken into local authority care discovered over 130 previously undiagnosed conditions, 70 amenable to drug therapy.

David Taylor, OHE deputy director, speaking at an Age Concern Seminar this week, said that the recent controversy surrounding Opren had alerted industry, government and the public to the needs of elderly pharmaceutical consumers.

According to Mr Taylor the main scope for reducing side effects and increasing the benefits of medicines in older patients lay in increasing treatment "compliance" and preventing dosage errors.

Mr Taylor said that in some cases this must rest on better training of those involved in providing care. But more often a greater awareness of and respect for patient information requirements was needed. "Most elderly medicine consumers are mentally alert and no less intelligent than younger people."

P-D say check 100mg Epanutin 500s

Parke-Davis asks customers to check Securitainers of 500 Epanutin capsules 100mg, BN2L494, one of which was found to contain Epanutin with Phenobarbitone capsules.

The company believes this to be an isolated case and that no other packs were incorrectly labelled. Wholesalers are asked to return packs of BN2L494 unopened and other customers to check both open and unopened containers. Any containing yellow/white capsules of Epanutin with Phenobarbitone (instead of orange/white Epanutin) should be returned to: *Quality assurance department, Parke-Davis & Co Ltd, Usk Road, Pontypool, Gwent NP4 0YH.*

PEOPLE

Guild's 1983 award winners

Mrs Linda Dodds, staff pharmacist, Royal Victoria Hospital, Folkestone, Kent has been awarded the Guild of Hospital Pharmacists' ICI pharmaceuticals division travelling fellowship for "Cytotoxic drugs and the hospital pharmacist: A study of oncology support services developed in Australia". **Mr Colin Ranshaw**, quality control department, West Wales General Hospital, Dyfed, receives the Guild Merck, Sharp & Dohme award for "A therapeutic window approach to amitriptyline therapy." The Nicholas award goes to **Dr Brian Hebron**, staff pharmacist, District General Hospital, Rotherham, for "The development of a technique of prolonged intravenous sedation for ITU."

Pharmacist's first full marathon

Mr Anthony Dawson, (42) a proprietor pharmacist from Sheffield, completed his first full marathon last Sunday in his home town. His time of 3 hours 47 minutes was accomplished in temperatures in the mid-70s Fahrenheit. Mr Dawson says the crowds were "marvellous" but that it was "very hot and very gruelling." The £75 he raised is to go to the "body scanner" appeal organised by the Royal Hallamshire Hospital, Sheffield.

Mr Dawson has run two half-marathons at Lincoln (1 hour 40 minutes) and York (1 hour 36 minutes) and hopes to compete in the Nottingham Marathon in October.

TOPICAL REFLECTIONS

By Xrayser

The bargain

I bought some cotton face cloths the other day from a man — I suppose in older times we would have called him a pedlar — though today he rides a Ford Cortina instead of a palfrey, a man who enjoyed the haggling as much as I.

One of the pleasures of retailing is the joy of striking a good bargain. I know I bought well, and will be able to make a good profit because the size, weight and quality — and price — were far better than I could get from my regular suppliers. I'll fix the price rather lower than their products and reckon I'll move 3-4 gross over the Summer. "What's so remarkable about this?" you may ask? Well, nothing except that in this case it is I who set the price, both in buying . . . and selling. But it also illustrates as a basic principle the element of legitimate horse trading in business which we accept as normal.

In the same way, everyone used to accept as legitimate the regular buying of discounted drug parcels from manufacturers of galenicals, generics and ethicals. MSD gave me discount on direct orders of certain value for years, as did Glaxo, and even larger bonuses were available on a seasonal basis from other manufacturers.

Naturally we viewed this as a proper arrangement because, after all, we were laying out a considerable sum as an investment and felt entitled to expect this extra return for the risk. The profit was ours. And although the DHSS made some attempts to assess it they were relatively ineffective. In any case the independent proprietor was at a disadvantage to big groups who were automatically obtaining wholesale prices from their direct buying and so picked up a hidden 15 per cent advantage without penalty.

But with the onset of mass discounting the government *had* to act, since ours is cost-plus contract. We see the results as a hit or miss guesstimate figure which is arbitrarily taken from our cheques. The game is now to outmanoeuvre the DHSS, which is alright so long as you view it as a game. Although there was a time when these extra discounts saved some of us from bankruptcy, I believe PSNC has done better for us since then and the situation is different now.

I am concerned at the way we seem to have lost sight of decency in our attempts to beat the system. Am I being naïve in suggesting that having negotiated acceptable returns for the work we do under contract the further pursuit of hidden, and substantial extra profits from

parallel importing is downright dishonest? The government contracts to pay for the drugs we supply at cost, plus overheads and a profit — the price for the drugs being that set by the makers.

Already we have warped the system so universally that this simple concept has been destroyed. Parallel importing introduces a far more serious distortion. The barriers of decency are down and now we are out to cheat. In my view anyone who imports a product for, say, half price, and allows the DHSS to reimburse him at the full UK price, is in breach of contract and certainly is guilty of unprofessional behaviour. I call it dishonest.

As for the pathetic letter from Mr Town in last week's correspondence? There can be no place for him in my book. We are no longer talking about bargain buying or marginal discounts. We are in the realms of morals and ethics. . .

Batch numbers

What does our Council think I do all day? I guess I'm just naturally reactionary, for although I understand the point of batch numbers, to have to put them on everything we dispense would slow down the dispensing process intolerably. We have a fair amount of information to put on the labels as it is: name of product, strength, warnings and special advice; the directions for use; patient's name and the date.

Those of us who type or use computers can get this information onto the label, before the script and labels are passed to the dispensing bench. But maker's names and batch numbers would have to be taken from the actual containers and handwritten onto the label presumably after the product has been dispensed, bottled and labelled — reintroducing the problems of illegible handwriting once more.

Not only that, there is hardly space for present requirements, what with concern for easily read labels for the elderly, without adding a row of unintelligible figures at the bottom to confuse the issue. I hate to ask but have the originators of this idea worked in a dispensary? Have they proof of need for this innovation? Have they even one case before them to show that a pharmacist has dispensed an out-of-date product? Or that a patient has suffered because the batch number and/or maker's name were not known?

Libra looks for distinction with a more supple towel

Currently holding a 9.7 per cent volume share of the press-on towel market, Libra is to be relaunched in July "to distinguish it from other conventional press-on towels".

Research, say Bowater-Scott, has resulted in a towel "that not only suits women's bodies but also their feelings".

Product improvements include gently rounded towel ends aiding comfort and discretion, the addition of a fibre layer for improved surface dryness, a three-sided polybacking to prevent leakage and a softweb coverstock which, Bowater-Scott claim, results in superior softness without the risk of the towel breaking up. The glue strip, they say, has also been improved.

In research the company found that the young user puts the emphasis on discretion and the older user on security. Our improved Libra towels meet both needs, says the company.

A £300,000 advertising campaign which breaks in the August monthlies will



Update Libra packs

run for four months. With the copyline "New Libra. The towel that's as supple as you are", the campaign is intended to revitalise Libra giving it "a strong and youthful personality". Advertising copy promises the consumer that "If it's not the safest, most comfortable towel you've ever worn, we'll gladly send your money

back".

For the first three months from July the two updated packs available — regular and super — will be pricemarked £0.35 and £0.40 respectively. Thereafter they will be at a price comparable to Simplicity and Panty Pads. Half cases of 10 x 12 will be available to the trade to facilitate trial.

The company estimates the 1982 sanpro market was worth £96m and it is expected to grow by some 4 per cent in sterling terms this year. The towel market is expected to be worth £62m with press-ons accounting for a 68 per cent volume share. Of this Bowater-Scott claim a 21.4 per cent share of the market for Bodyform (8.6 per cent), Libra (9.8 per cent) and Pennywise (2.8 per cent).

Grocers, they say, continue to dominate this sector with a growing 49 per cent share of the press-on trade. While Boots remain relatively static at 21 per cent, independent chemists are gradually losing share, from 13.5 per cent in 1980 to an estimated 10.5 per cent this year. *Bowater-Scott Corporation Ltd, Bowater-Scott House, East Grinstead, West Sussex RH19 1UR.*

Lipha Pharmaceuticals Limited

wish to announce that their recent acquisition of Rona Laboratories Limited has made it possible for them to handle all the accounting and distribution facilities formerly carried out, on their behalf, by Coates and Cooper Limited, a division of Napp Laboratories Limited. They will, therefore, be ending their long and pleasant association with that Company on 1st July, 1983.

From 1st July, all orders for the products of Lipha Pharmaceuticals Limited and those previously marketed by Rona Laboratories Limited should be sent to:



Lipha Pharmaceuticals Limited, West Drayton, Middlesex.

Telephone: West Drayton 49331. Telex: 8952255.

B-M launch OTC medicines under 'Pharmacare' label

Bristol-Myers' new OTC medicines division it to trade as Pharmacare (see also "Appointments"). Its first two products are Duralin, a high-dose buffered aspirin with a claimed action up to six hours, and Comtrex, a four-ingredient relief for "all nine" major cold symptoms.

In anticipation of an expanding role for the pharmacist over the next few years the division has promised that its "genuinely superior" products will always be strictly limited to pharmacy distribution. But the brands will receive full advertising and promotional backing — including trade and corporate campaigns, a spend of £1.8m is planned for this year and into 1984. Television will spearhead the advertising for the two new brands during January and February 1984.

'Extra strength'

The rationale for Duralin is that 40 per cent of OTC analgesics sales in the UK are known to be for chronic back pain — backache, rheumatism and other musculo-skeletal disorders — and that 28 per cent of the population suffer pain at least once a week. Extra Strength Duralin (the product's full title) is available as tablets (24, £1.10; 48, £2.04; 72, £2.84) or capsules (16, £1.10; 36, £2.04). Trial packs of eight tablets (£0.39) will be available for a limited period. Dosage is one or two capsules or tablets every six hours, with not more than eight in 24 hours.

The nine cold symptoms to be treated by Comtrex are fever, headache, general aches and pains, nasal and sinus congestion, sneezing, runny nose, sore throat and coughing. And the ingredients lined up to relieve them are paracetamol, phenylpropanolamine, chlorpheniramine and dextromethorphan hydrobromide. Comtrex is available as tablets (24, £1.63; 48, £2.75; 72, £3.39), capsules (16, £1.63; 36, £2.75) or liquid (180ml, £1.98). A trial

pack of eight tablets (£0.55) will again be available for a limited period. Adult dosage of the liquid is 30ml (a measuring cup is supplied) every four hours, with a maximum of four doses in 24 hours. For children aged 6-12 the recommendation is 15ml at the same frequency. Comtrex carries the usual cautionary wording for antihistamines. Both Duralin and Comtrex have PIP codes on pack to facilitate ordering.

Part of the Pharmacare package will be the company's intention to "train, educate and provide a full back-up service to both the consumer and the pharmacist." This will be achieved through the trial sizes, point-of-sale displays (shelf and reverse feed counter units are available), "high-key publicity back-up" and several education and training programmes. Bristol-Myers say they have spent £100m on product and market research and development over the two years leading up to the launch.

NPA support

Enthusiastic support for the Pharmacare concept was given at the trade Press conference last week by Mr Tim Astill, director of the National Pharmaceutical Association. He recalled that in its recent policy document "Through the '80s" NPA had pledged to co-operate and encourage manufacturers who "as a matter of policy decide voluntarily to restrict distribution of medicines to pharmacies." This was such a case.

Mr Astill said there was a two-fold educational process to perform concerning the pharmacist's role — not only among the public but also to some of those pharmacists who had qualified

when the role was that of a technician. The role was now advisor and helper, but in order to respond to approaches being made by the public, the pharmacist required safe and effective medicines — Mr Astill applauded products such as those now being launched which filled gaps in the market.

Noting that the term "pharmacy" was to be used in the advertising, Mr Astill said he would have expected to use the term most understood by the public — "chemists." However, NPA's own research has shown there is widespread comprehension of both "pharmacist" and "pharmacy" and no doubt the more precise the wording the more the message would be assimilated.

PIP code 'initiative'

Congratulating Bristol-Myers on using the PIP code, Mr Astill expressed surprise that every supplier did not use it as the universal independent computer code; he forecast that sooner or later they would and thanked B-M for taking an initiative by including it on their packs.

Pharmacare, Bristol-Myers Pharmaceuticals, Station Road, Langley, Slough SL3 6EB.

Duralin extra strength	Capsules	Tablets
	mg	mg
Aspirin	500	500
Magnesium oxide	38.24	—
Magnesium carbonate	23.9	150
Calcium carbonate	95.6	—
Aluminium glycinate	—	75

	Tablets and capsules (mg)	Liquid (30ml dose) (mg)
Comtrex		
Paracetamol.....	325	650
Phenylpropanolamine hydrochloride	12.5	28
Dextromethorphan hydrobromide	10	20
Chlorpheniramine maleate.....	1	2



£3 MILLION

SAYS THEY WILL BE
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BIGGEST BRANDS ✓ BIGGEST SALES ✓ BIGGEST PROFITS ✓

SHAMPOOING AND

So mild you can wash your
hair as often as you like



with natural herb extracts

Timotei shampoo

Timotei is the new shampoo
that's so mild, your customers can
wash their hair as often as they like.

One 200ml size with one variant
makes Timotei as easy to stock as it
is to use. And the high frequency
concept means you'll be ringing the
bell more often, too!

In fact, they're doing just that all over
Europe!

Here in Britain, we're launching
Timotei with a huge £3 million advertising
campaign in the first 12 months, featuring
the line: "So mild you can wash your hair
as often as you like."

Let your customers start Timotei-ing,
so you can start ringing-up and ringing-up
and ringing-up and ringing-up...

FROM THE BIGGEST NAME IN TOILETRIES. **ELIDA GIBBS**



£1m backing for national launch of Beechams Powders capsules

Beecham's Powders capsules on test in the London area since September are to go national. Pack sales of the new formula have been running at over 50 per cent of the traditional formula, says the company.

"We have been particularly pleased that the product has added sales to the range rather than simply drawing from powders. This is because the product appeals to a wider spectrum of consumer,

particularly the young."

A £1m national television campaign starts at the end of October and runs in two six week bursts. The capsules contain paracetamol 300mg, phenylephrine 5mg, and caffeine 25mg. Branded in red, white and blue packaging, they are available in two sizes (10, £0.73 and 20, £1.18).

Beecham Proprietary Medicines, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD.

Bic at the races

Biro Bic have stepped up their promotional activity by securing a long-term contract to sponsor horse racing at Kempton Park.

The two mile Lanzarote Handicap Hurdle is now to be called the 'Bic Razor Lanzarote Handicap Hurdle' and next year's Novices' Steeplechase on January 24 is to be known as 'Bic Razor Day.' *Biro Bic Ltd, Whitby Avenue, Park Royal, London NW10 7SG.*

Steradent addition

Reckitt dental care is extending its Steradent range with the launch of Steradent fixative cream (50ml, £1.10). The launch will feature an on-pack promotion offering consumers a 50p refund for one proof-of-purchase.

A photo-tape promotion is currently featured on Steradent denture care products offering consumers a free portrait and personally taped message in return for three proofs-of-purchase. The promotion is detailed in *Woman's Weekly*, *Women's Realm*, *Woman and Home*, *My Weekly*, *People's Friend*, *TV Times*, *Choice*, *Weekly News*, *Readers Digest* and *Civil Service Pensioner* and runs until the end of July. *Reckitt & Colman Products Ltd, Dansom Lane, Hull HU8 7DS.*

Free packs in Panty Pads case orders

Following the April relaunch of Tendasoft Panty Pads Lilia-White are offering four free packs with case orders for the 10 size and two free packs with case orders for 20s. The offer is available on all three absorbencies. Outers will be

flushed "free product" and the offer runs until the beginning of August. A £1m promotional campaign is currently running until the end of the year in the women's Press. *Lilia-White Ltd, Alum Rock Road, Birmingham B8 3DZ.*

Wet Ones relaunch widens the range

Wet ones are being relaunched by Sterling Health with updated labels and the addition of handy and economy packs.

Pack labels on the moist wipes will now give more visual emphasis to the moisture content of the wipes with pictorial hints on usage situations.

"The UK market for moist wipes is worth around £3m annually, but this market is still underdeveloped," say Sterling Health whose range now includes a 15 tissue pocket-size handy pack (£0.56) and a 50 tissue economy pack (£1.06). The economy pack is priced to give "considerably better value for money" than the former 35 wipe pack. Display material is available. *Sterling Health, Sterling Winthrop House, Surbiton, Surrey KT6 4PH.*

ON TV NEXT WEEK

Ln London	WW Wales & West	We Westward
M Midlands	So South	B Border
Lc Lancs	NE North-east	G Grampian
Y Yorkshire	A Anglia	E Eireann
Sc Scotland	U Ulster	C1 Channel 1s
Bt Breakfast Television		C4 Channel 4

Bergasol sun lotion:	All C4 areas
Bic razors:	All except U
Bodymist deodorant:	All areas
Cidal soap:	Bt
Dentu-hold:	All areas
Diocalm:	All areas
Elastoplast range:	All areas
Gillette ZR:	All areas
Glints:	All except Ln, So, A, M
Heatwave styling brush:	Ln, Lc, Sc, G
Lancôme Rouge à Lèvres satin lipstick:	All except U, C1, E
Limara bodyspray:	All areas
Lucozade:	All areas
Maws Wipers:	All except A, We, B, E, C1
Mycil:	WW, So, Sc, B, A, M
Nivea:	All areas
Odor-eaters:	All areas (inc C4)
Optrex lotion and drops:	All areas
Pampers disposable nappies:	All areas
Polaroid Sun cameras:	All areas
Pond's cold cream:	Bt
Savlon liquid:	All areas
Shine-on heated hood:	M, Lc, Y
Silkience conditioner:	All areas
Tahiti bain moussant:	All areas
Unican homebrews:	Ln, M, Lc, Y, WW, So, We
Zest toilet soap:	Y, NE, A

Cuticura bring Doan's back

Doan's backache pills, acquired last year by Cuticura from the Mentholatum Co, have been reformulated and will be relaunched nationally on July 4. Distribution is being handled by Crookes Products Ltd.

The new formulation — extra strength Doan's backache pills — will contain paracetamol 150mg and sodium salicylate 100mg. The film-coated tablets will be packed in 24s (£1.69, GSL) in a foil polythene laminate strip pack. The product will also have a new carton "modern in appearance yet retaining the respected brand name image created over the years."

Cuticura say some 88,000 people are absent from work every day with some form of back pain and 24.8 million days were lost as a result of the problem last year. To support the launch there will be a radio advertising campaign featuring four different commercials going on air in August. Informative advertisements will appear in the *Daily Mail*, *The Sun*, and *News of the World*. The total spend for the first year of launch will be £1m, say



The "new look" Vasogen packs, now being introduced, emphasise the triple action formula of silicone, zinc oxide and calamine say Pharmax Ltd, Bourne Road, Bexley, Kent DA5 1NX

Cuticura, with 60 per cent concentrated in the last four months of 1983.

An introductory discount offer is being made to retailers. *Crookes Products Ltd*, PO Box 94, 1 Thane Road West, Nottingham NG2 3AA or *Cuticura Laboratories Ltd*, 11 Grosvenor Crescent, London SW1X 7EE.

traced with gold.

The range comprises eau de toilette (50ml, £6.50; 100ml, £9.90 and 100ml atomiser, £10.25), aftershave lotion (50ml, £5.50 and 100ml, £8.90) and 150ml deodorant (£4.50).

With orders for the first opening parcel (trade price £227.64 plus VAT) 36 x 25ml toilet waters which retail at £1.95 will be supplied free and 12 will be included in the smaller parcel (trade price £109.02 plus VAT) free. *Victor Mens Toiletries Ltd*, 153 Shepherds Bush Centre, London W12 8PP.



Turtle Oil range launched by R&A

Richards & Appleby are introducing a skincare range for delicate and sensitive skins which replaces and extends the existing Turtle Oil complexion soap. The range now comprises soap, bath and skin velvet and complexion creme. Prices start at £1.65, rising to £2.35. A display with shelf merchandiser is available for £34.50. *Richards & Appleby Ltd*, Gerrard Place, East Gillibrands, Skehmersdale, Lancs WN8 9SU.

Cash momento on Cameo

The latest consumer promotion on the Cameo sanitary protection range offers hard cash to customers throughout July and August.

In return for three proofs of purchase of Cameo press-on regular or super 10s, consumers will receive a momento box containing a £1 coin. *Robinsons of Chesterfield*, Wheat Bridge Mills, Chesterfield.

Photopia cut cost of 3-D camera

Distributors of the Nimslo 3-D camera, Photopia International Ltd, have reduced its price by £30 to £99.95. The price of the Opti-lite flash (£32.95) and camera case and holdall (£11.95 each) remain unchanged.

Photopia are to arrange credit for dealers who have cameras for sale at the higher price.

Consumers who purchased the camera at the higher price, first introduced in April this year, can claim a refund via credits on printing and processing costs. Details from *Photopia International Ltd*, Hempstalls Lane, Newcastle, Staffs.

Bonus included in Wall Street parcels

Two opening parcels are available to launch the latest men's fragrance range from Victor Mens Toiletries Ltd. Wall Street is "designed for the man who walks the corridors of power" says the company and comes packaged in dark brown bottles with boxes designed in walnut and

Macarthy's July promotions

During July the following products are on promotion through Macarthy's: Harmony hairspray, Wilkinson Sword Retractor disposable razor, L'Onglex nail polish remover, Soft & Gentle, Harmony hair colourants, Veganin, Kleenex for Men and Kleenex Super 3. *Macarthy's Ltd*, Chesham House, Chesham Close, Romford, Essex RM1 4JX.

Press campaign for Oil of Ulay

A new Press campaign for Oil of Ulay commences July in the leading women's Press. It is the first time the company has used full-page colour advertisements. With the theme "The well-kept secret of young-looking skin" the advertisement will appear in *Good Housekeeping*, *Cosmopolitan*, *Company*, *Annabel*, *Living*, *Options*, *She and Woman's World*. The £250,000 campaign breaks in the July issues and runs through to next year. *Richardson-Vicks Ltd*, Rusham Park, Egham, Surrey TW20 9NW.

André Philippe



For the very best in Bubble Bath Gift Packs

Sales - Home and Export - Ring 01-736 2194/736 2397

71/71b GOWAN AVENUE,
FULHAM SW6 6RJ, LONDON, ENGLAND

COUNTERPOINTS

Keeping cool in Summer

An icy cool cologne stick is being launched by Taylor of London "ideal to smooth over the forehead, neck and arms to give an instant sensation of cooling freshness."

Four fragrances are available — English rose, freesia, lily of the valley and English lavender in assorted boxes of 12 (£10.44 trade, retail price £1.55 per stick). A plastic shelf display unit holding 24



sticks is available for POS. The push-up stick comes in a cream container measuring 7cm x 3cm. *Taylor of London, The Dean, Alresford, Hants.*

company claims it is light enough for even the most delicate and sensitive skin. It will be available through selected department stores and Boots. *Lancôme (England) Ltd, 14 Grosvenor Street, London W1.*

Pampered at bathtime

Pampered creme bath (1 litre, £0.69) has been added to the Stuart Edgar range of bathroom products. Three fragrances are available denoted by the contents colour of blue, pink and green. *Stuart Edgar Ltd, Etherstone Mill, Lilford Street, Leigh, Lancs.*



'Natural' update for Maquimat

One of Lancôme's most popular make-up foundations, Maquimat, is to be superseded by Maquimat teint naturel which is "born to a generation of joggers, keep fit and aerobics devotees."

Lancôme point out that fashion in foundations have changed since the

launch of Maquimat in 1965. "Maquimat teint naturel is for women who want a sheer, natural make-up which is mat and stays mat all day long," they say.

The foundation comes in five shades including ivory, peach/pink and tan and is available from mid-July in oval 40ml flacon (£6.50).

Lancôme are also launching a lotion to refresh the face first thing in the morning — Bienfait du matin morning refreshing lotion (150ml, £6.50). The

MODISPLAY

The Space Planners



Modisplay pride themselves on having a professional approach to shop-fitting founded on a thorough knowledge gained over the last twenty years.

Modisplay offer the complete service including Store design and planning, manufacture and installation of probably the finest and most versatile system available. Each installation is specifically designed to meet all your requirements, manufactured in our own factory and installed by one of our expert fitting teams.

The next time you refit or are opening a new shop, consult the experts and take the worry out of shop-fitting — Call in Modisplay.

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Telephone: 01-519 4872**

I would like more information about the Modisplay system

Company

Address

Name Tel

Modisplay (Store Fittings) Ltd.
242, Romford Road, Forest Gate, London E7 9HZ
Tel: 01-519 4872



To complement the Vaseline range of gentle care shampoos, Chesebrough-Ponds are introducing three hair conditioners for normal, greasy and dry hair (140ml, £0.64). Chesebrough-Ponds Ltd, PO Box 242, Consort House, Victoria Street, Windsor, Berks SL4 1EX.

Promotional activity is also being stepped up with the introduction of a drop-feed dispenser for both Oxy 5 and 10. *Norcliff Thayer Division, Berk Pharmaceuticals Ltd, St Leonards House, St Leonards Road, Eastbourne, Sussex.*

Band-aid on court

During the current Wimbledon fortnight Band-aid first aid kits will be placed at strategic points throughout the club for player and spectator use. *Johnson & Johnson Ltd, Brunel Way, Slough, Berks SL1 1XR.*

Watching the IPC women's Press

The following column lists advertisements for chemists merchandise due to appear in the IPC women's Press. The magazines used as a basis have been divided into three categories — weeklies (W), monthlies (M) and magazines aimed at the younger end of the market (Y). The monthly magazines covered are the August editions due to appear mid-July.

Albion Simple soap:	M, Y
Ashe Labs Mint Cool:	W, M
Sherleys:	W, M
Vitapointe:	W
BCP Nylax:	W
Bayer Vita Fiber:	W
Beauty Basics:	M, Y
Beechams Germaloids:	M
Quickies:	M
Seven up:	M
Shaders & Toners:	M
Bickiepegs:	M
Bowater-Scott Libra:	M
Bristol Myers Clairol range:	M
Glints:	Y
Nice 'n Easy:	M
Brodie & Stone Jolen:	M, Y
Carter Wallace Discover 2:	M
Nair:	Y
Chanel:	Y
Chattem Mudd:	Y
Chefaro Bergasol:	M
Chesebrough-Ponds Cutex:	M, Y
Cocoa butter:	Y
Cold cream:	W, M
Hawaiian Tropic:	W, M, Y
Thomas Christy:	M
Clarins:	M
Clinique:	M
Colgate Dental Cream:	M
Soft & Gentle:	W, M, Y
Combe Lady Grecian:	W
Lanacane:	M, Y
Concept Helancyl:	M
Klorane:	Y
Crookes Hermesetas:	M, Y
Cuxson Gerrard Carnation corn caps:	W, M
DDD Blisteze:	W, Y
Dentinox gel:	W
Stain Devils:	W
Elida Gibbs Harmony:	Y
Timotei:	W, M, Y
Ex-lax:	M
Eylure 10-0-6:	Y
Gillette Aapri:	M, Y

A novel promotion?

To promote Nice 'n Easy, Clairol have linked up with Mills & Boon and are offering a free novel with every Nice 'n Easy purchase. The offer, which runs until September, is backed by counter display cards carrying application leaflets. Consumers can choose from four popular titles when filling in the leaflet and send it to Clairol together with a Nice 'n Easy pack front and stamped addressed envelope. *Clairol, Station Road, Langley, Slough SL3 6EB.*

Kodak 'in running' at Helsinki

Eastman Kodak have been named official supplier of photographic films and processing services for the first World Championships in Athletics to be held in Helsinki, Finland from August 7-14. *Kodak Ltd, PO Box 66, Kodak House, Station Road, Hemel Hempstead, Herts HP1 1JU.*

Barclay in July

The Barclay Enterprise Top Ties promotion running until July 22 includes Enterprise all-in-one toddler nappies and disposable nappies, Heinz infant foods, Born Blonde colourants and lightener, Silvikrin hairspray, Timotei shampoo, Style perms, Kotex Simplicity towels, Kleenex tissues (150s) and tissues for men, Ultrabrite toothpaste and Bodymist aerosol. *Barclays & Sons Ltd, PO Box 97, 19c Orgreave Close, Sheffield S13 9NT.*

Sprays from Worth

Worth Pour Homme aftershave is available in a 30ml cartoned spray (£3.95) supplied in merchandisers of one dozen. *Worth Perfumes Ltd, Magnolia House, 160 Thames Road, London W4 3RG.*

Thayer doubles reps

The Norecliff Thayer division of Berk Pharmaceuticals is doubling its present salesforce to 50 as part of its sales expansion plans.

The reps will make monthly calls on independent chemists taking transferred orders through local wholesalers and will handle Oxy, Dioralyte (plain and cherry), Esoterica, Tums and Ceplac.

Goya Savlon:	W, M
Sally Hansen:	W
ICC Anbesol:	W
Anne French:	Y
Immac:	Y
Preparation H:	W
Johnson & Johnson Carefree:	W, M, Y
Reach toothbrushes:	M
Stayfree:	W, M
Kimberly-Clark Dayfresh:	W
Kleenex maxi-dry:	W, M
Kirkby-Warrick Calamousse:	M, Y
GR Lane Quite Life:	W
Larkhall Labs Aquamaid:	M
Lipcite:	W
Ruthmol:	M
Lilia-White Lil-lets:	Y
Panty Pads:	M, Y
Stick-on:	W, M
Louis Marcell Strip Wax:	M, Y
Murine eye drops:	Y
National Pharmaceutical Association:	W
Neutrogena:	M
Newton Labs footcare:	W, M
Nicholas Labs Almay:	W, Y
Feminax:	M, Y
Numark:	W
L'Oreal Velvet:	W
Peaudouce:	M
Pedigree petfoods:	M
Pharmagen Pharmaton:	M
J. Pickles Koologne:	W, M
Snufflebabe:	M
Plough Coppertone:	W, Y
Proctor & Gamble Pampers:	M
Reckitt & Coleman Deep Fresh shower soap:	W, M
Nina Ricci:	M
Richardson Vicks Oil of Ulay:	M
Rimmel:	W, Y
Robins Seba Med:	M
Helena Rubinstein:	M
Sancella Minima:	Y
Shulton Choc-de-Cardin:	M
Smith & Nephew Nivea:	M
Sterling Health Wet Ones:	M
Strenol EP tablets:	Y
Tampax:	W, Y
Temana Bees Insectipen:	W
Thompson Aquaban:	W, Y
Bran-slim:	W, Y
Slimline:	W, Y
Warner-Lambert Polycolor:	M
Wella:	W, M, Y
Zena cosmetics:	Y

Low-cost batteries from Ronson

Launched this week is a low-cost battery range under the Ronson name. These form the vanguard for Ronson's promised "varied and vast" new range of consumer products (*Business News* last week).

There are four sizes in the range — RB1 (1.5V; £0.20), RB2 (1.5V; £0.16), RB3 (1.5V; £0.12) and RB4 (9V; £0.40). Styled in red, silver and black livery, designed to emphasise the Ronson trademark.

RB1, RB2, and RB3 varieties are



available in outers of 1 doz, while RB4 batteries come packed in 48s. Outers double as display boxes. *Ronson Proprietaries (UK) Ltd, Emperor House, 151 Great Ducie Street, Manchester M3 1DQ.*

Vestric promotions

The special offers available from Vestric during July include: Bic razors; Nivea creme; Recital hair colourant; Hermesetas tablets; Tampax super; Revlon Flex conditioner and shampoo; Ultrabrite toothpaste 40% extra value; and Paddi Cosifits over 20lb standard.

Additional discounts are available to all members of Vantage. *Vestric Ltd, West Lane, Runcorn, Cheshire WA7 2PE.*

Zorbit addition

A nappy liner which allows wetness to soak straight through keeping baby's skin dry is being added to the Zorbit range of nappy liners.

Super One Way liners come in boxes of 100 (£1.50) with blue and gold packaging. Because the liners are made of a high quality polyester they have a low moisture absorbency allowing water to

seep through onto a nappy, says the company, reducing the possibility of nappy rash and giving a more effective covering than most disposable nappies. *Ashton Brothers, Carrfield Mills, Hyde, Cheshire SK14 4NR.*

Hot-oil for 'holiday' hair

A hot oil conditioner suitable for dry, brittle or damaged hair is being launched in time for the holiday season.

As part of the Henara Jojoba range the oil is said to prevent "the further loss of natural oils, penetrating each hairshaft to condition, shine and improve the health of your hair."

Made from Jojoba oil, vegetable protein and conditioning henna extract, the oil is massaged into the scalp and left for up to five minutes. To aid absorption the hair should be covered with a plastic cap or wrapped in a towel.

The conditioner, which comes in a "handy sized" phial (45ml, £0.85) should be left in a beaker of hot water for a few minutes before use. After use the oil is rinsed out of the hair with warm water. *Henna Hair Health Ltd, Classic House, 174 Old Street, London EC1V 9BP.*

Natrena's calorie-counter tea towel

Consumers buying flashed Natrena handy or table packs during July and August will be able to send off for a free calorie-counter tea towel. Two handy pack tea towel tokens or one table pack token are required as proof of purchase for the offer which is valid until March 31, 1983. *Bayer UK Ltd, Consumer Products Division, Bayer House, Newbury, Berks RG13 1JA.*

PRESCRIPTION SPECIALITIES

Tamper-evidence from Ortho-Cilag

Ortho-Cilag are introducing tamper evident membrane sealed nozzles on all of their contraceptive and therapeutic cream products. Packs will be marked with the instruction: "To open: reverse cap and pierce seal. Do not use if seal is broken." Changes will come on stream between June and October this year. *Ortho-Cilag Pharmaceutical Ltd, Saunderton, High Wycombe, Bucks.*

Naprosyn bottled

Naprosyn suspension 1 litre glass bottle has been replaced with 500ml plastic bottle (6 × 500ml £7.12 trade). Orders for 1 litre suspension will be filled with 2 × 500ml packs when stocks of the 1 litre pack are exhausted. *Syntex Pharmaceuticals Ltd, Syntex House, St Ives Road, Maidenhead, Berks SL6 1RD.*

More Cox eye drops

Cox pharmaceuticals are introducing the following eye drops on July 1: Chloramphenicol 0.5 per cent (10ml £0.57); hypromellose (10ml £0.60); Pilocarpine 1 per cent (10ml £0.61), 2 per cent (10ml £0.66), 3 per cent (10ml £0.84), and 4 per cent (10ml £0.94) all prices trade. *Arthur H. Cox & Co Ltd, Whiddon Valley, Barnstaple, Devon EX32 8NS.*

During July consumer promotions are to run on both Cachet and Chimère. With every 12½g Cachet eau de toilette spray (£1.95) there will be a free "What's in a name" booklet. Counter display units holding 24 sprays will be available. For Chimère, consumers are offered the chance to win one of three luxury weekends for two in London. Entry forms will be available on a counter display unit holding 24 × 16ml eau de toilette sprays (£1.75). *Prince Matchabelli, PO Box 242, Consort House, Victoria Street, Windsor, Berks SL4 1EX*



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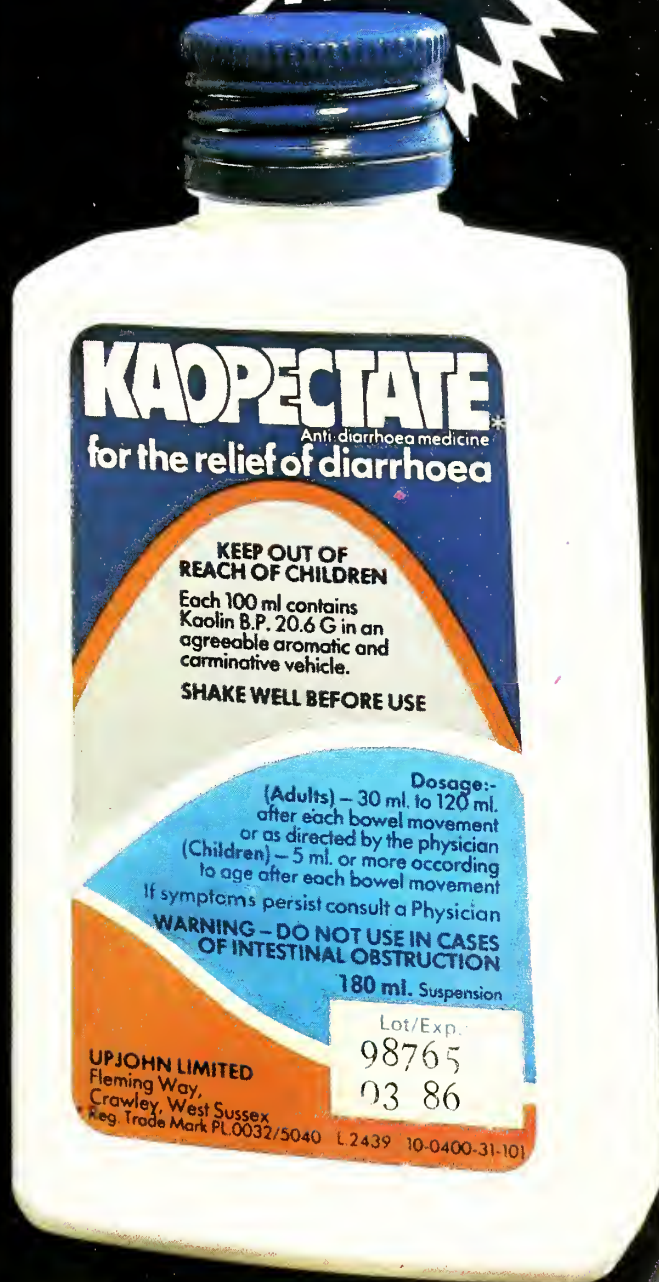
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Tell the Council through me!

May I, through the courtesy of your columns, express my most sincere gratitude and appreciation to all those members of our profession who did me the honour of recording their votes on my behalf in the recent Council election, especially all those who have written to me. I hope, most sincerely, to be worthy of their trust and confidence.

I am deeply aware of the loyalty and support I owe to our Council and the Society but I am even more aware of the loyalty I owe to those of my fellows who had sufficient confidence in me to elect me to this office.

I stated in my manifesto that I could, if nothing else, promise that their voice would be heard at Lambeth — and this I repeat again. But to voice your views, I first must have them. Is it too much to ask that I shall be inundated with correspondence to express on your behalf? If your letters are too numerous to answer personally, although I shall endeavour so to do, then I will attempt to reply through our professional journals.

Although our voting figures were up this year they are far from sufficient. On talking to an old friend last week, I was asked: "Are you standing for Council?" On informing her that I had indeed stood and had been successful and asking: "Did you not read all the manifestos?", I was dumbfounded to hear the reply, "No, my envelope is still on my desk, unopened; it's usually a waste of time to open it."

Fellow pharmacists, in the name of sanity throw aside this apathy; there are men and women waiting to serve you — good and enthusiastic pharmacists. How on earth can they hope to effect anything at all if you don't even bother to open your manifestos?

I shall harangue you all again next year to vote, vote, vote. Until then, believe me, I want to hear from you. Nothing worthwhile is achieved without effort.

My thanks once again, in all sincerity.
Edwin C. Evens
Fordcombe, Kent

Do something

Mr T.C. Farmbrough ("Majority power", Letters June 11) no doubt expresses the opinion of a large number of pharmacists. However, although sincerely held, one must question the end product.

The Pharmaceutical Society has little public esteem and even less amongst our adversaries. In public, it wishes to treat

those who practise as little boys.

Certainly, statements such as that made recently in Malta that "we intend to be stricter", seem to bear this out.

The remedy, Mr Farmbrough, lies in your own hands. To destroy the Society and to have nothing to replace it is folly. Change the Council by using the vote you are given, thereby ensuring that the paid executives work for you. You have twelve months to organise your party to do this. In two years your part will be able to control the Council and produce a Society which you desire.

I, to whom the foothills in which lies the great pass become clearer, look back across the dusty plain and see no landmarks, only a shrine to apathy.

Don't grumble Mr Farmbrough: do something.

W.M. Morgan,
Brecon

Script 'frauds'

I think many pharmacists will have been saddened by the introduction of the word "fraud" into the recent debate on parallel importing. Particularly when they read of some firms which by virtue of the size of their buying power, are able to purchase Penbritin syrup at a cost below that which many of us pay for our ampicillin syrup. I wonder if when Penbritin syrup is prescribed, the FP10 is endorsed "special purchase 55p"? Fraud.

Then again, we all remember that a couple of years ago one of the big three wholesalers sold very large quantities of Daonil tablets at a 20 per cent discount to all comers. How many of us passed this discount on to the DHSS? Fraud.

This brings us to the question of prescription ingredient cost discounting by the PPA. I begin to think that I am in a minority in believing that I can offer my patients a proper service only by using three wholesalers. In May my purchases were split as follows:

Wholesaler 1: — 62%
Wholesaler 2: — 21% — no discount earned
Wholesaler 3: — 17% — no discount earned

If I operated only one wholesaler account, I should be around £2,000 a year better off, but it would mean that each month two, three or four patients would have to wait two, three or four days for their medicines, or take a return bus ride costing £1.40 to the next nearest chemist. My PPA cheque is discounted by around £2,800 pa. Am I being defrauded by the DHSS?

The fact of the matter is that prescription payments are inaccurate and inequitable — some gain and some lose,

CAPS. Slow
Phyllis,
250 mgm.
25 ASA slow enough?

and generally it is the small man who loses out. I cannot offer an answer but one step would be to require the wholesaler to attach a sticker to his statement — "A cash discount of £xx has been given on purchases of prescription drugs." This sticker is attached to the PPA invoice and that amount is then deducted from the cheque.

I think the effect would be to put a stop to discounts and that would be to the benefit of all in the long run. The only real flaw is that private prescription work would be discounted — but how many private prescriptions do we see? I am passing this suggestion to my MP with the request the the Public Accounts Committee considers it.
Clovis

Plea rejected...

It takes a very special nerve to be like Mr Malcom Town. My reply to his appeal in C&D June 17 is: "Not pigmalion likely" Mr Town!

A. Bentley,
Lincs

... and again

I was utterly amazed to read Mr Town's plea for financial assistance for Maltown Ltd. It would seem to me a better heading for the letter would have been "Insult to injury".

We all know, as pharmacists, that any financial advantage gained from parallel importing will be short-lived, and that higher levels of discount and clawback will surely follow if the practice increases. The inevitable outcome will be greater financial pressures on both wholesalers' and contractors' margins, affecting their viability and levels of service to their customers.

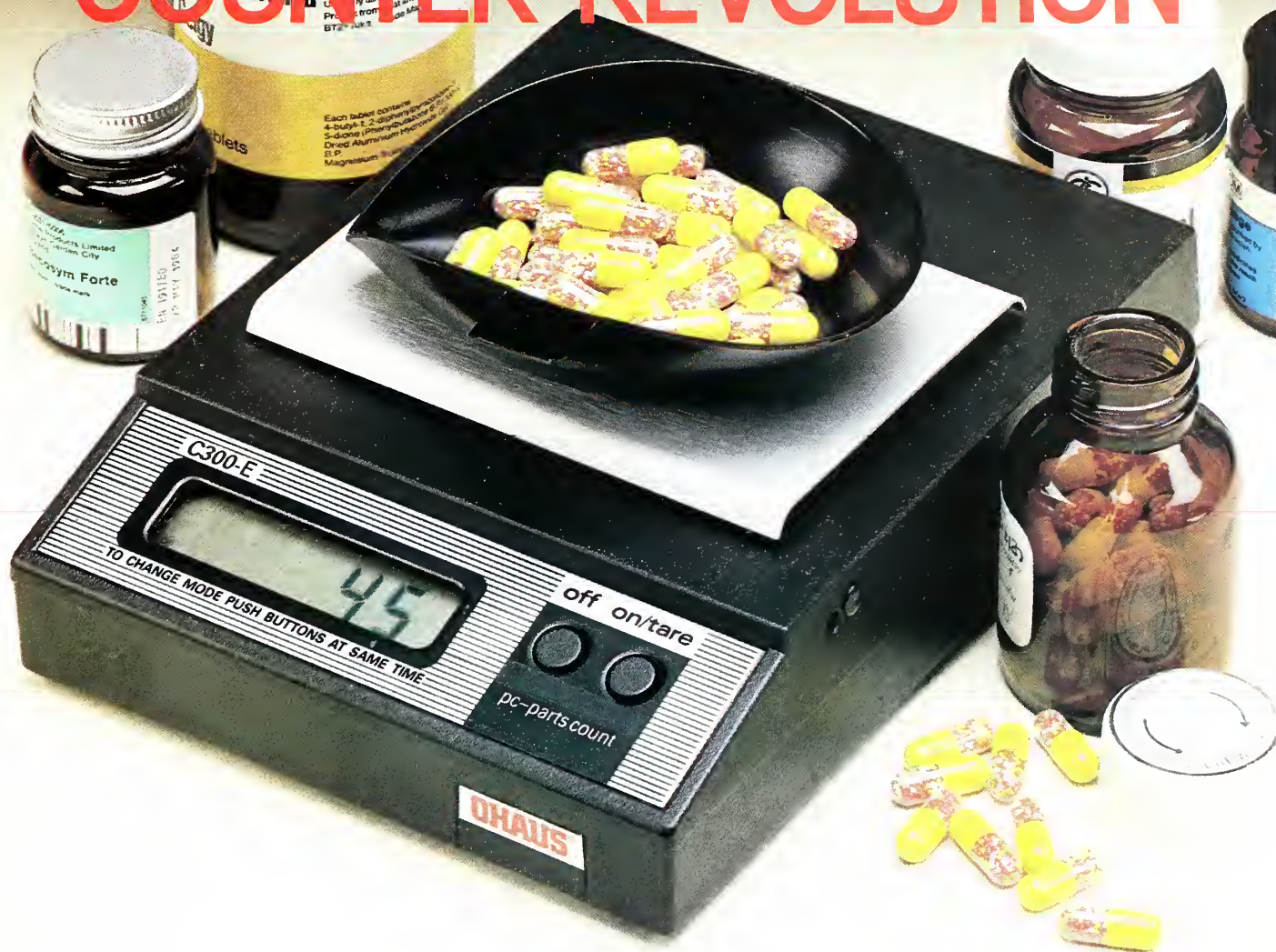
Perhaps, however, this is what Mr Town had in mind, when he indicated that excess donations will be donated to a "pharmaceutical charity".

I will be interested to see where Mr Town's undoubted entrepreneurial skills will take him, when the parallel importing "bubble" has burst.

P.S. Gallagher,
Leeds

Continued on p1171

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The Vantage scheme allows chemists to compete against the multiples whilst retaining their independence. Benefits include special members only offers, national advertising support, point of sale display kits, Vantage own label range and a series of staff training courses. If you'd like to know more about Vestric, send the coupon now.

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me

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PRODUCT			TRADE			R.S.P		
			Normal Price	Vestric Price	Vantage Price	Normal Price	Vestric Price	Vantage Price
Aquafresh 3	Standard	48 x 30ml	—	9 00	8 64	41	25	24
	Large	48 x 50ml	—	12 60	12 00	60	36	34
	Econ	24 x 85ml	—	8 46	8 04	81	48	46
	Giant	24 x 125ml	—	10 44	9 96	1 01	59	56
BIC	BIC Razors	40 x 5	—	7 80	7 50	52	27	26
		20 x 10	—	7 25	6 95	95	50	48
	Lady Shaver	50 x 4	—	8 40	8 00	48	23	22
	Stainless Steel D/E Blades	20 x 5	—	5 05	4 85	65	35	34
Dr. White's	Size 1	24 x 10 + 2	—	10 56	10 08	—	61	58
	20% Extra Value	24 x 10 + 2	—	11 52	10 92	—	66	63
Hermesetas	Hermesetas Tablets	24 x 300	10 98	9 78	9 36	61	49	47
		12 x 750	9 27	8 25	7 86	1 03	83	79
		12 x 1200	16 11	14 31	13 68	1 79	1 43	1 37
NIVEA	Nivea Creme	12 x 25ml	2 995	2 52	2 43	39	29	28
		12 x 50ml	4 835	4 08	3 87	63	47	45
		6 x 100ml	4 105	3 45	3 30	1 07	79	76
	Lotion	6 x 125ml	3 912	3 30	3 15	1 02	76	73
		6 x 200ml	5 562	4 68	4 44	1 45	1 08	1 02
	Dry Skin Lotion	6 x 125ml	3 950	3 33	3 18	1 03	77	73
Paddi COSIFITS	Paddi Cosifits							
	Up to 10lbs. Std.	12 x 10	11 65	8 88	8 46	—	.87	83
	Econ.	6 x 32	17 77	13 62	13 02	—	2 67	2 55
	10 to 20 lbs. Std.	12 x 10	14 66	11 76	11 22	—	1 15	1 10
	Econ.	6 x 28	18 27	15 84	15 12	—	3 11	2 97
	Over 20 lbs. Std.	12 x 10	18 96	13 98	13 32	—	1 37	1 31
	Econ.	6 x 24	20 20	16 20	15 48	—	3 18	3 04
Recital	Recital Colourant (All Colours)	3	5 06	4 12	3 97	2 69	1 97	1 91
	Super Blonde	3	5 89	4 86	4 69	3 14	2 33	2 25
	Shelf Display Unit (incl. hair swatches)	1	free	free	—	—	—	—
REVLON FLEX	Revlon Flex Con.							
	Dry	12 x 350ml	—	13 98	13 38	2 09	1 61	1 54
	Greasy	12 x 350ml	—	13 98	13 38	2 09	1 61	1 54
	Normal	12 x 350ml	—	13 98	13 38	2 09	1 61	1 54
	Ex Body Shampoo	12 x 350ml	—	13 98	13 38	2 09	1 61	1 54
	Dry	12 x 350ml	—	13 32	12 72	1 99	1 53	1 46
	Greasy	12 x 350ml	—	13 32	12 72	1 99	1 53	1 46
	Normal	12 x 350ml	—	13 32	12 72	1 99	1 53	1 46
Silvikrin	Silvikrin Hairspray							
	Std: Dry	12 x 100ml	—	4 56	4 38	82	52	50
	Firm	12 x 100ml	—	4 56	4 38	82	52	50
	Greasy	12 x 100ml	—	4 56	4 38	82	52	50
	Normal	12 x 100ml	—	4 56	4 38	82	52	50
	Med: (20% Added Value) Dry	12 x 175ml +	—	6 38	6 06	1 17	73	69
	Firm	12 x 175ml +	—	6 36	6 06	1 17	73	69
	Greasy	12 x 175ml +	—	6 36	6 06	1 17	73	69
TAMPAX	Tampax Regular	12 x 10	4 47	3 75	3 61	—	43	42
		6 x 40	8 24	6 92	6 67	—	1 59	1 53
	Slender	12 x 10	4 06	3 41	3 29	—	.39	.38
		6 x 40	7 97	6 62	6 38	—	1 52	1 47
	Super	12 x 10	4 76	4 00	3 86	—	.46	.45
		6 x 40	8 82	7 40	7 13	—	1 70	1 64
	Super Plus	12 x 10	5 55	4 65	4 49	—	.54	.52
		6 x 40	10 25	8 61	8 30	—	1 98	1 91
TAMPETS	Tampets Regular	12 x 10	4 47	3 76	3 60	—	43	41
		8 x 30	8 65	7 26	7 00	—	1 25	1 21
	Super	12 x 10	4 76	4 00	3 86	—	.46	.44
		8 x 30	9 25	7 77	7 48	—	1 34	1 29
Timotei	Timotei Shampoo							
	14 as 12 PPU	1 x 200ml	—	6 23	5 95	99	.61	.59
ultra brite	Ultrabrite (40% Extra Value)							
	24 x Fam +	16 82	10 02	9 60	1 02	.58	.55	
	36 x Ex Lge +	17 84	12 15	11 61	80	.47	.45	
	36 x Lge +	14 35	8 73	8 37	58	.34	.32	
VANTAGE	Cotton Buds	24 x 100	6 60	—	5 45	40	—	33
	Baby Wipes	12 x 70	8 78	—	7 392	1 07	—	89

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Moulded from high quality, virtually unbreakable, glass-clear polycarbonate with combined plastic teat cover/measuring cup, moulded finger grip and hygienic smooth neck for easy cleaning.

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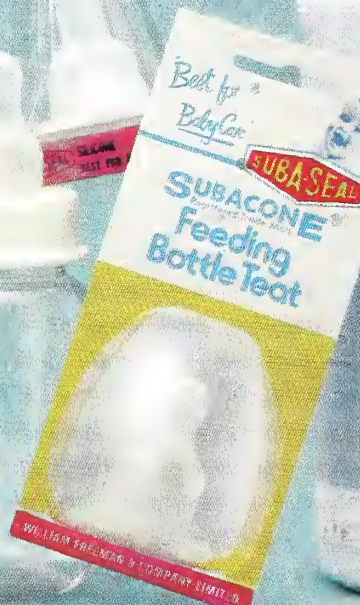


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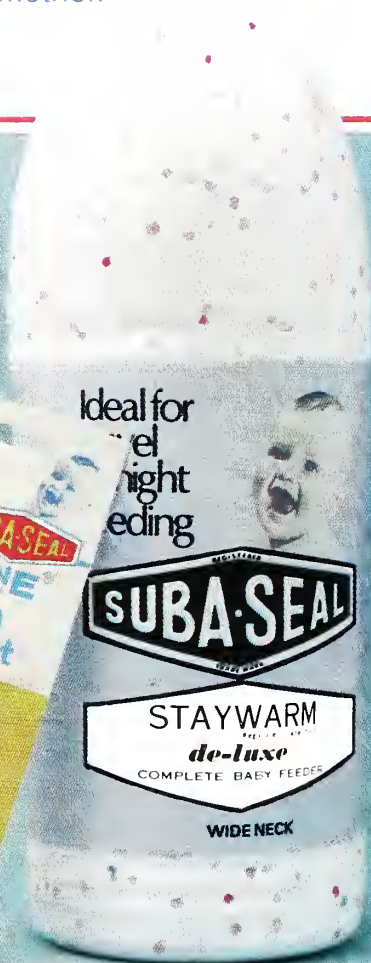


IC127S

IC51B



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Continued from p1166

RPM et al

It *could* be said that Unichem's growth was independent of the presence or absence of resale price maintenance, but it would be seriously misleading to say so as your correspondent, Mr P. Dodd, is well aware.

Mr Dodd restates the inherent trading advantages enjoyed by any co-operative and cites the success of similar pharmaceutical co-operatives such as BCA. I wonder if he and your other subscribers read "The anatomy of a failure . . .", *Financial Guardian*, June 10? It dealt with the demise of a similar pharmaceutical co-operative, Swansea Wholesale Chemists, in which the collapse of RPM was a significant contributory factor.

Swansea Wholesaler's failure was part of the havoc created by Unichem's trading policies, vide Xrayser's reflections "RPM et al" (*C&D* June 11, p1069). Those reflections are a telling counterpoint to Mr Dodd's theme. Many pharmacists undoubtedly share Xrayser's

experiences, opinions and concern about past, present and probable future developments in pharmaceutical distribution, and will ask themselves "In whose interest has it all been?" As to "the way out", certainly pharmacists should consider buying shares in their local independent wholesaler, but it would be quicker and more effective to make that wholesaler their first-line supplier if they have not already done so.

With regard to parallel importing, there is a chilling sense of *déjà vu* in the leaders and correspondence on this controversial topic. Once again there is the temptation for contractors of the short-term fast buck if they are prepared to disregard the inevitable consequences for bona-fide full-range wholesalers and for the global remuneration of contractors. The only consolation is that so far no correspondent has insulted the intelligence of readers by arguing that the DHSS cannot "claw back" the fast buck painfully and not so slowly. Perhaps that could be said to be "one small step for mankind"!

D.P. Mulholland,
Managing director,
Graham Tatford & Co Ltd,
Portsmouth.

RPM breakdown

Mr R.A. Daykin's letter (*C&D* June 4) concerning the breakdown of RPM is only partially factual, and I am sure that he is fully aware that the rot had set in long before 1970.

In the mid 1960s, Vestric was born and immediately recognised the profit potential in a market where unit values were escalating rapidly. They were the instigators of the high frequency deliveries, up to five times daily in some areas. With the Glaxo Group behind them, they were charged with carving out a large slice of the traditional chemist wholesaling market, and this they achieved very rapidly. The traditional small wholesalers were shocked into improving their service. Twice weekly deliveries became twice daily, but the way to regain, or indeed, maintain market share was via settlement discounts which became commonplace long before Unichem were even considered a potential threat to those in the market place.

During this period, I was actively involved in wholesale in West and South Yorkshire and I can say quite categorically that there was not a "local" wholesaler in this area that was not discounting in some form or another.

Mr Daykin suggests that when Unichem began to expand and attract business (due to the tax advantages offered by Friendly Societies Act

registration) "other wholesalers, bound by their agreements, were impotent to compete." Yet these other wholesalers had been disregarding "their agreements" for years. With the exception of one or two manufacturers, most were indifferent to wholesalers discounting, knowing full well that there was little likelihood of their profits being affected.

So who was responsible for the loss of RPM? The answer is that it was a combined effort by all concerned. We, the retailers, could have refused discounts — we didn't. Manufacturers could have made greater efforts to enforce RPM — they didn't. Wholesalers could have prevented the breakdown by forming a cartel — they didn't.

Mr Daykin, and others, have made a basic mistake in assuming Unichem's growth rate is due solely to the financial benefits offered. There are many other facets, as every Unichem shareholder knows, and it is significant that despite there being little difference between discounts by the major wholesalers, Unichem still keeps on expanding at around 30 per cent per annum. Can over 4,000 pharmacists be wrong?

A. Peel
Huddersfield

Responsibilities at DHSS

Mr Tony Newton will be the new Minister of the Disabled, Norman Fowler, Social Services Secretary, announced last week.

Mr Newton will also be concerned with family support and children's services, the contribution of voluntary organisations and with the impact of the department's services on ethnic minorities.

The elderly, preventative health care and hospital specialist services will be the domain of John Patten, Parliamentary Secretary for Health. Mr Patten will also be concerned with policy on personal social services.

Dr Rhodes Boyson, Minister for Social Security, will take a particular interest in supplementary benefit, pensions (both national insurance and occupational), housing benefit and short-term benefits.

Lord Glenarthur, Parliamentary secretary, will in addition to representing the DHSS in the House of Lords, be concerned particularly with mental health, hospital scientific services, health exports and war pensions.

Alex Fletcher becomes Under Secretary of State for Corporate and Consumer Affairs in the newly-created Department of Trade and Industry. His responsibilities will also include competition policy, monopolies and mergers and the patent office. Outgoing Minister for Consumer Affairs Dr Gerard Vaughan — a former Minister for Health — also had these responsibilities.

Prescription poser

Tub
0.1mg
100

Unidentified (thyroxine) tablets . . .

Ser-9
4.1.83

. . . and unidentified doctor

Wisdom.

Heavyweight national TV
campaign starts this week.



A growing market — but who benefits?

While pharmaceutical wholesalers continue to be either indifferent to, or extremely wary of, any opportunities that small electrical goods might offer, the chemist is taking advantage of the service being offered by electrical distributors. And there seems to be some increased awareness among manufacturers of the chemist's potential as an outlet.

The encouraging reports from electrical distributors who take an interest in the chemist trade, and the promising start made by the Braun-Pharmagen partnership, indicate that the chemist's interest in small electricals may be seeing a revival. Provided the right sort of support, in terms of price, continuity of supply, fast delivery of reasonable minimum drops of mixed orders, and point-of-sale material is available, the chemist can make money.

Yet in spite of this apparent improvement in the prospects for electrical goods the interest shown by pharmaceutical wholesalers is still negligible. And this lack of service must hinder the chemist's ability to sell. As retailers turn to other sources of supply, such as electrical distributors like BDC and Beekay, this market is being lost to pharmaceutical wholesalers completely.

Only Vestric . . .

Only Vestric gave a positive response to a questionnaire *C&D* sent out to wholesalers asking whether they stocked electricals. They now stock the entire Braun range and the Philips range of hair dryers, shavers, air cleaners and health lamps. All appliances are stocked all the year round, with promotional activity at key periods. While Vestric realise the difficulty of competing on price with the discount chains, they still feel their pricing policy "is such that the independent chemist can make an acceptable margin. We frequently manage to get within 5 per cent of the discounted price. When items are on promotion, or for example on PLOF, the prices are much closer and the difference is felt to be reasonable when one considers delivery and financing as compared to the cash and carry."

However, they continue: "The quantities sold through wholesalers are fairly small and therefore promotional buying prices are not particularly good if

and when they are offered. It is difficult to envisage the chemist being a particularly effective force in the small electrical field."

Vestric admit to taking on the Braun range as a result of their connection with Pharmagen, but say: "The attractiveness of someone like Pharmagen handling Braun is that it has removed for both wholesalers and retailers alike the necessity to buy in the original shippers or to make special visits to the cash and



The Remington micro-screen, with mains rechargeable models

carry." This is a point that Pharmagen are desperate to put across to the rest of the wholesaling fraternity. Philips' success with Sangers Agencies might be a useful indicator here. Before they ceased trading a fifth of their business was with electricals. During their time with Sangers Philips increased business with the chemist sector by three times.

The poor terms offered by manufacturers and "inherent pricing problems", coupled with slow moving stock and low margins have been given as reasons for the lack of interest from pharmaceutical wholesalers. But Philips assured *C&D* last year that they offer the

same terms to any wholesaler who takes a particular volume and Tony Cosgrove, national accounts manager at Braun, says: "We feel we have a fair trading policy. The price bands that appear on the High Street are very close, which allows every stockist to make a profit. Market leaders are always subject to price cutting, especially on high volume products like ours. Retailers like to make profit and we like them to do so. At the point where a retailer has to reduce profit to unacceptable levels, manufacturers lose distribution."

Haphazard and patchy distribution now seems to be posing more of a problem than the ability to buy-in at a competitive price. Where Pharmagen have not been able to sell into a wholesaler delivery can take up to a week.

BDC, the London-based electrical distributor who moved into the chemist area with electricals three years ago, has felt the need to improve its delivery service in the areas outside London. "In many areas supply is more important than price," says marketing manager Richard Tomczyk. "There are blind spots, like Norfolk." Deliveries from his fleet of vehicles has now been extended to 100 miles from the capital, and what he cannot handle is passed on to a carrier service. Delivery to anywhere in the UK mainland is guaranteed within 48 hours.

What are Philips doing?

Distribution to the trade in general also took a knock when Sangers dropped out. The success of the partnership with Philips was appreciated by all parties, yet strangely Philips do not plan to renew the arrangement with another agency.

"We were very happy with our relationship with Sangers and after they folded we certainly did look at one or two other companies to do a similar type of operation. But for one reason or another it did not happen," says Barry Coldbreath, marketing manager for personal care products.

"We have re-appointed Vestric as direct wholesalers with us, but it is not an agency agreement as Sangers was. BDC are still making great efforts to get to the chemist, so at least for the time being we have no plans to replace Sangers as such. And to be frank, what we are doing at the moment we are reasonably happy with."

"It's very difficult to measure how much of our business goes through chemists, but it appears that we haven't lost that much. Sangers did a lot of spade work for us and we are still benefiting from it. We will continue to push and actively support the chemist trade."

Continued on p1174

Distributors optimistic, but what about manufacturers?

Vestric and BDC are picking up much of the slack, says Mr Coldbreath. "I don't think you should underate the efforts of BDC. We started with Sangers about the time BDC started promoting to the chemist trade, and since then they have made big inroads. They are one of our major wholesale outlets." Although Mr Coldbreath's initial feeling was to replace Sangers, having talked to one or two people and failed to come up with a package, he looked around and now feels Philips are getting reasonable coverage. While this may be true for the present it will be interesting to see if Philips' increased sales brought on by Sangers are maintained.

Particularly interested in that will be Braun and Pharmagen, who signed a similar agreement last Autumn. Although the success of the venture hinges on the attitude of the pharmaceutical wholesalers (see p1176) it is an indication of the growing interest among manufacturers that the two market leaders have both felt it worthwhile to get more involved with the chemist.

Remington have also identified the chemist as a potential route for expansion. In conjunction with PRS (a leading electrical distributor) the company is exhibiting to Savory & Moore chain managers later this month, and will

"Manufacturers do provide support but most of this is in the form of advertising . . ."

also be on the Beekay stand at Chemex in September. Field sales manager Morris Franks says: "We would like to be calling on more chemists, but a five-man sales force cannot call on everyone."

Pifco say they value the volume of business brought by the independent chemist. "It is clear that there is value in the informed and personal advice the independent chemist can give customers," they say. A good future is forecast in appliance retailing for chemists who are prepared to specialise in product groups where care and advice is relevant.

Addis feel the logical outlet for electrical toothbrushes is the chemist, but found pharmacies were "largely disinterested". Two reasons emerged. "Firstly the prices at which they were being sold by the major electrical discount chains prevented the pharmacist competing, and secondly no company had actively encouraged them to stock." Addis have decided to institute a pricing policy to enable pharmacists to compete and encourage them to stock, they say.

"So far results are most encouraging."

Other manufacturers who replied to C&D's questionnaire were Krups, Pifco, Addis, Duracell and Winduk Ltd. How much of a change of attitude their comments indicate is uncertain, since the manufacturers are held at a distance in most cases from the High Street outlet by the distribution set-up.

"The manufacturers do provide support," says Vestric, "but most of this is in the form of advertising." And indeed this, together with consumer competitions and the supply of point-of-sale information, seems to be as far as the manufacturer can go without altering his terms to a particular trade sector. Visits from representatives are few and far between, or not at all.

Sales to chemists

Both the electrical distributors that C&D spoke to reported increased volume of sales to the chemist sector. BDC reported company turnover up by 40 per cent and "the retail chemist is staying with us at that".

But Richard Tomczyk says: "We have had to work hard this year to get a price advantage." But more optimistically: "About three years ago it was like climbing uphill, but we stuck with it and now things are going our way." Apart from the improved delivery service already mentioned BDC have brought out their own magazine specially for the chemist, *Going Electrical* (the third issue of which will appear as an insert in C&D next week), and broadened the range of products and manufacturers stocked.

BDC are broadening their range to include personal care products and home security items. The latest issue of *Going Electrical* features such diverse products as the Hoover Thiefcheck screamer, and a line specifically aimed at chemists, Philips blood pressure meters, available in two models at £47.70 or £20.74, and "going like a bomb". Also included in the range expansion are batteries and calculators. Plugs have become a major attraction, says Mr Tomczyk.

"We have selected certain lines for the chemist which require the personal touch. The chemist has the most remarkable opportunity to sell personal care items, yet he does not take advantage of it," he says. However for those that do, a word of advice: "You have to adapt your range for the time of year. Stock a footspa in the Summer, but change for Christmas. You must move with the times."

Beekay is another electrical wholesaler in the London area, but one which relies heavily on chemists for business. The



The new Philishave Compact S travel pack (model HP 1213T), which offers the traveller a pocket-size Philishave battery compact HP 1213 plus its own travel case, cleaning brush and four penlight batteries all in one display blister-pack.

company has around 600 regular chemist customers, says managing director Mr Batuk Ruparelia, and an annual turnover of around £1m. He also claims 80 to 100 of his accounts are doing in excess of £1,000 of business a month — another indicator that the market is there if the service and the price are right.

Beekay have been in electricals for eight years — the company was originally formed as an offshoot of photographic dealers Colorama. It has recently moved to new premises in Wembley to cope with the growth in business. No minimum order is required, and 48 hour delivery is guaranteed within 25 miles of London. For orders further afield postage is charged at cost. Beekay have customers as far apart as Scotland and Liverpool. Some 30 manufacturers' ranges are stocked.

'A lot of potential . . .'

"We are trying to get the retail chemist more involved with small electricals," says Mr Ruparelia. "I feel there is a lot of potential if the chemist would look at electricals in more depth. If they can display, get the prices right and talk to their customers they will succeed. The chemist has more potential than the electrical trader. He cannot display so well and his product mix is such that he is not a specialist."

Mr Ruparelia is sure the business is there for him. "Volume is growing, as chemists become more and more aware. My turnover has been increasing by 100 per cent a year recently."

The experiences of these two distributors alone indicate that the chemist is far from being the spent force in the electricals market. And the electrical wholesaler who is prepared to provide reliable service and competitive prices is the place where he is going to look for merchandise.

Margins and prices — deciding factors

Margins and price have always proved to be the deciding factor when it comes to stocking electrical goods. Can the chemist buy in at a price that gives an acceptable margin? Most respondents in a *C&D* survey (see p1179) indicated they could.

The table (right) shows a sample selection of trade prices from current catalogues of BDC and Beekay and retail prices being offered by Boots and Comet. A few quick calculations reveal that in few cases is the Boots mark up on BDC prices less than 20 per cent. Allowing for the fact that Boots are competitive in this area with most electrical outlets, and that the independents' prices are likely to be higher, this would seem to show that a respectable margin can be obtained. Given the delivery facilities now being offered by BDC, and the fact that Beekay require no minimum order, the opportunity would seem to be there.

Manufacturers are keenly aware of the problems of High Street pricing. "Prices are cut through the bone to the marrow," says Philips' Barry Coldbreath. "The going prices are always a bone of contention. Prices of a lot of personal care products are way below what they really should be. It is one of our

A table showing what you can buy electric shavers in at from electrical distributors BDC and Beekay, and what two retail outlets — Boots and Comet — are selling at. The trade prices are taken from current catalogues, the Comet prices from an advertisement placed in a national daily, and the Boots prices are correct at the time of going to press. It should be noted that the range offered by Comet is extremely limited.

Men's shavers	BDC	Beekay	Comet	Boots
		(trade price)	(retail price inc VAT)	
Braun Micron (battery).....	£10.98	£11.57	£14.95	£14.95
Philips HP1207 de luxe.....	£9.90	£11.16	£12.50	£12.95
Braun Micron de luxe (mains)	£22.95	£23.35	£27.25	£27.95
Philips HP1133	£20.98	£22.29	£24.25	£24.95
Braun Synchron 2-way Universal (rechargeable)	£18.17	£20.03	£23.25	£24.95
Philips HP1319	£28.55	£29.14	£35.25	£35.95
Lady shavers				
Philips Ladyshave HP2111	£9.98	£10.44	£ .25	£11.95
Philips Ladyshave HP2207	—	£6.64	£8.50	£9.45
Braun Lady Elegance (mains).....	£9.98	£10.71	—	£12.95
Braun Lady Elegance (battery)	£6.58	£7.71	—	£9.95

intentions to try to increase the going prices of Philips products without increasing our price as manufacturers.

"What we are trying to do is establish that, in fact, pricing of small appliances, particularly shavers, is being led by the retailer. Research shows the consumer is happy to pay the sort of price we think he or she should be paying. The only way we can do this is to talk to the major retail outlets and get them to raise prices. The problem is that so many multiples have the 'never undersold' policy that they

keep spiralling prices downwards, and their margins are under pressure like everyone else's."

The lady shavers market is one in which both Philips and Braun have been feeling the pressure over the last year. Imports with "questionable performance" and low price from the Far East are seriously affecting sales. Philips sold 905,000 pieces in 1981, but Mr Coldbreath doubts whether this will reach 780,000 in 1982, even though the market is far from saturated

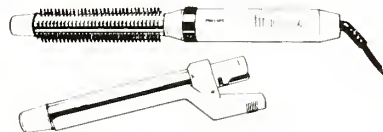


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Good start for Pharmagen but hard work ahead

Pharmagen and Braun see a profitable road ahead for their partnership, but there are a few nuts to crack before the success of the project is assured.

Mr Bernard Sparling, Pharmagen's general manager, is quite open about his major difficulty. "The problem we are having is getting full support from the chemist wholesalers. We have got to find a way of motivating them because we rely heavily on wholesalers for distribution. They have suffered in the past with electricals because of manufacturers' policies.

"The wholesaler is not used to quite that harshness from suppliers. Pharmaceutical manufacturers assist the wholesaler in many ways — minimum drops, small quantities, often extra credit and so on — to ensure the product is there when the doctor prescribes. It is entirely different for electricals. We are now trying to educate wholesalers to realise there is an opportunity to use Pharmagen's new service with Braun, and that they can buy free of all the restrictions of 10 or 20 of one model. However, not all wholesalers have got the message yet."

That Pharmagen have a long way to go in this direction is indicated by the lack of response to a questionnaire sent out by C&D to wholesalers. Those who did reply, with the exception of Vestric (who stock Braun's full range and Philips hairdryers, shavers and air cleaners), showed no interest in electricals. Unichem do not plan to stock them. "We do not propose to have an electrical section. It's a very cut throat business at the moment, and the amount of business the pharmacist is getting is minimal," says managing director Mr Peter Dodd. William Davidson "no longer stock electrical equipment because of its inherent pricing problems and do not intend to do so, in the near future anyhow." Mawdsley-Brooks do not stock electricals and "have no intention of doing so in the foreseeable future".

Short-sighted

On the face of it this would appear to be perhaps a short-sighted view. Pharmagen is certain the demand from the retail end is there, and until an adequate wholesaler stockist base is built up intend to supply both direct and via wholesalers.

For wholesalers the minimum order for all Pharmagen lines is £100 — including singles of any Braun products,

which can be bought at 12½ per cent discount. From time to time special bonus deals are offered.

Direct terms are available to retailers when Braun lines are not available through a local wholesaler. Discount is given on a sliding scale. On these terms, since the customer can buy singles of all items in the range, there would be little chance of wholesalers getting their fingers burnt holding large amounts of stock.

"Ideally we like to take on an agency or line that we are quickly going to get good support for," says Alan Shepherd, marketing manager for Pharmagen. "What we are having to do with this range is reverse the process, go out and educate the customer first through transfer order mailings and so forth and build up demand, so that people are going to the wholesaler and saying: 'Can I have Braun goods?' With our transfer order activity coupled with wholesaler calls, we hope we can eventually batter down their doors and gradually build up a reasonably good base of wholesale stockists. This is where the battle will be won or lost.

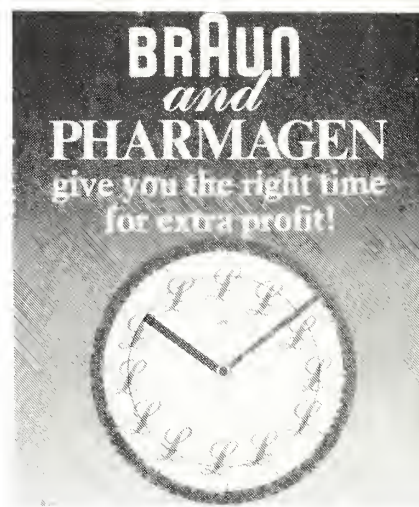
"We have to prove there is a demand, that it can be profitably harnessed, and that stock will move through — more quickly than in the past."

Proof of the pudding

Proof of the pudding is that the larger £250 plus orders are now beginning to consist of a quantity of Braun lines. "We take this to be a sign of chemists' awareness of having Braun as a stock line," says Mr Shepherd.

Braun and Pharmagen completed their agency agreement only just in time to catch the end of the Christmas trade last year. A direct mailing to 8,000 chemists with a circular offering sales incentives produced an estimated 3½-4 per cent response. "The deal was rushed through by late October to get the Christmas business," says Mr Bengt Löfquist, Braun marketing director. "We got a very good response for a new service." A lot of people would have already bought their Christmas lines, he noted, and it was very late for people to commit money. "We have had a success. It is now up to us to keep up the momentum."

Braun have been discussing the potential of the chemist trade for the past two years, says Mr Löfquist. "It has been very difficult for us without changing our total trading policy. But we do not see this



The cover of Pharmagen's Spring mailing to the chemist trade

operation as purely shifting merchandise, but of expanding our overall business. We are not trying to shift trade from the electrical retailer."

The link up with Pharmagen was one of mutual convenience. "For us to hit the chemist trade in depth with a merchandising service and a sales team would cost us a great deal of money, and initially would not be a viable proposition," says Braun national accounts manager Tony Cosgrove. "There is a very small percentage of independent chemists who stock electricals, but it is growing and I think that somebody who has a wide range of products to offer will be able to get in there quicker than we can.

"Pharmagen have been prepared to invest heavily in terms of personnel to start the education process and present opportunities. They have done it very well so far and there is no reason why it should not continue. We are very happy with the situation."

Retailer benefits

Mr Sparling sees the new service helping the retailer in three areas. For the chemist who is already stocking electricals, he can now buy ones and twos from his local wholesaler when he might find it difficult to reach the cash and carry, and he "may find advantages buying direct from Pharmagen whose discount ranges from 5½-12½ per cent."

For the interested chemist not yet committed, there is a fairly easy way into the market, and he can test the concept without heavy investment in stock. Likewise, for the disillusioned retailer, there is the opportunity to provide heavily advertised products which he may be asked for, on an order basis.

"We have to acknowledge that there will be several thousand chemists who are not interested, because of their location or whatever," says Mr Sparling. "I would be delighted if we could get 3,000 independents."

More electricals on p1179



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ELECTRICALS

Continued from p1176

The High Street situation — a C&D survey

The true test of how a market is developing is how the retailer feels about it, and to this end C&D sent a questionnaire out to a number of retailers who stock electricals. Unfortunately most of the replies came from the Greater London area and the home counties and are not representative nationwide. But nevertheless the results give some indication of the business being done.

None of the respondents had a turnover of less than £150,000 — indeed the majority were over £250,000, and NHS income represented over 50 per cent of this in most cases. Most shops were in a High Street situation with either a Boots or other competition (electrical or department store) within a short distance. Apart from stocking haircare appliances and shavers, all claimed to keep health care products (sun lamps, facial saunas, foot massagers etc), and as a pricing policy all put a mark up on trade price.

Around half our sample had only come into the electricals business within the past five years, and turnovers in electrical products varied from £1,000 to £25,000. The average turnover was between £2,500 and £3,000. Most said they were able to buy at a price which allowed an acceptable margin, but there were several "justs" and from one respondent "rarely". With exception of one shop all kept permanent displays of merchandise.

It is interesting to see that no shops with a turnover of below £150,000 stocked electricals. Presumably the space in a smaller shop is better devoted to lower-priced items with a higher volume turnover. Also of interest is the fact that for the majority of respondents NHS income represented less than 50 per cent of turnover. The national average for independents is in the region of 70 per cent. And rarely does turnover in electricals appear to contribute more than 1 per cent to total turnover.

However, there obviously is business there. Only one respondent said: "Don't bother", and with nearly half having come into the field in the past five years, there is hope for stronger representation

and improved service in the future. Some of the situations are described below:

Pharmacy A. A High Street position near central London with a turnover of over £250,000 (less than 50 per cent NHS). Local competition within 100 yards includes Woolworth and Argos. In addition to standard lines also stocks toasters and kettles, and turns over £3,000 a year in electricals. Warns one has to be very particular on the range of products stocked according to customer demand.

Pharmacy B. The most negative response received, from a multiple (5+ branches) High Street chemist in Essex with NHS representing 51-70 per cent of turnover. Local competition includes Boots and an electrical discount shop. Only stocks on a seasonal basis, but has done so for 10 years, with an estimated annual turnover of £1,000. Is just able to buy at an acceptable price, and puts on a straight mark up — "a low one to meet local competition, but discount shops have reduced it so much that there are items hardly worth stocking, certainly not in depth." Advice: "Don't bother".

Pharmacy C. An independent in Essex, in a High Street location. Turnover over £250,000 with over 50 per cent NHS. Six or seven competitors all within 100 yards. Only stocks Philips, Braun and Pifco, with an average 20 per cent mark-up on buying price. Has been in electricals for ten years but can rarely buy at a price allowing an acceptable margin. Turnover in electricals is estimated at £1,600, but service by pharmaceutical wholesalers and manufacturers is rated "very poor". Advice: "If you can buy at competitive prices, stock — the market is there. After-sales service can be costly in terms of time involved on limited working margins."

Pharmacy D. A central London shop — "West End secondary shopping" — in the high turnover bracket. NHS again under 50 per cent. In addition to standard lines stocks calculators, watches, clocks, air purifiers, sphygmomanometers, a wide range of batteries, plugs and adaptors, also cassette tapes. Competition comes mainly from department stores in Oxford Street. Applies a straight percentage

mark-up of 33-40 per cent, but: "If I had to compete with Comet or a similar discounter I would be unable to buy at a price which would give me a margin greater than 5-10 per cent profit on cost — which is not acceptable." Turnover in electricals is estimated at £8,000 to £10,000. Advice: "It depends very much on the location of the pharmacy and to a great extent on how much time the proprietor or manager is prepared to give both to the actual sale and to selectivity in stocking. You must have at least one fully-trained assistant with good product knowledge. Customers have seen advertisements but do not know *exactly* how it works — and how the same thing by another maker compares in quality, reliability and price."

"I believe we attract the customer who wishes to have a personal demonstration, who has little time to browse and requires the product *immediately*. They will not come into the chemist for a cut price bargain. Also we *always* fit a plug and test the appliance in front of the customer."

Pharmacy E. A small High Street multiple in the middle turnover bracket (NHS less than 50 per cent). Nearest competition is Currys and Comet, both one-and-a-half miles away. Marks up from trade price by 60 per cent. Has been in electricals for three years and turns over around £4,000. Can buy at a price which allows an acceptable margin and uses BDC, with whom he is satisfied. Advice: "Price competition is not so important as long as you stock one of each item and provide a selection and good advice. Learn the differences between similar products and show off your knowledge."

Pharmacy F. An independent based in a shopping centre, with turnover over £250,000 (NHS 51-70 per cent). Competition including Argos within walking distance. Tries to put a straight mark-up on trade price if possible, but: "If there is loss-leading by Argos I will delete the item." Has been in electricals for three-and-a-half years and finds he can buy at a price which allows acceptable margins. But finds service provided by electrical manufacturers very poor and that by pharmaceutical wholesalers non-existent. Annual turnover in electricals around £3,000. Advice: "Look at the competition *before* you buy. Use an aggressive wholesaler who will probably be a specialist in small appliances, eg PRS, BDC. If a salesman calls get all prices in black and white on the orders placed. Emphasise the personal interest in your customer (should this have to be said!) and sales will be steady."

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Sangers NI go public with £1m shares offer

Sangers (Northern Ireland) are going public with the offer for sale of 1 million ordinary £1 shares and £250,000 worth of loan stock.

Pharmacists in the province concerned to maintain choice of supplies following Sanger's demise as pharmaceutical wholesalers in England will now have the opportunity to take a stake in the company.

Sangers themselves say the issue may be "of special interest" to independent chemists in Northern Ireland. The Northern Ireland operation now represents their only involvement in pharmaceutical wholesaling.

Sangers (NI) currently claim 28 per cent of the province's ethical pharmaceuticals market, with independent chemists accounting for more than 70 per cent of their business.

Over the past five years turnover has grown from £8.5m to top the £14m mark, with pre-tax profits averaging over £200,000.

A consortium of 200 Northern Ireland

pharmacists led by Mr John White, a member of their Pharmaceutical Contractors Committee, launched a bid for Sanger's business in the province earlier this year (*C&D* January 15, p45). This attempt failed, but Mr White told *C&D* this week that he will be applying for shares, if only on a personal basis.

■ Parent company Sangers plc returned to trading profit in the year to February 28, with a surplus of £163,000 compared to 1981's £2.038m loss. Sales of £41.17m were roughly a third of those in 1981, following the demise of Sangers Agencies in September 1982.

After charging for interest, taxation and extraordinary items, the company reduced losses by £5m to £443,000.

Chairman John Briggs points out that a profit was generated in the second six months covered, putting the group in a "much healthier state" by year end. "Borrowings have been considerably reduced, the problem areas tackled and a firm base secured" he adds.

Beecham looking to raise £203m

Beecham Group are asking shareholders for £203m in a one-for-ten rights issue, priced at 310p per share.

Of the £197m which will be raised after expenses, £75m is to be devoted to capital expansion in pharmaceutical manufacturing, including new plants planned for Japan and Australia. A further £12m will go to repay loan stock which becomes due later this year, with £20m earmarked to clear a British bank loan. "We are getting entirely out of UK debt" explains financial director Ted Bond. "It is not tax-efficient for an international company like Beecham to borrow in this country."

"While we can provide cash for normal, organic development internally, we are faced also with a more dramatic expansion in our pharmaceutical manufacturing capacity and various debt repayments coming due over the next five years. Additionally, we would wish to retain the option of advancing through acquisition. The rights issue is needed to let us operate on all these fronts."

Mr Bond said Beecham had already identified four "small acquisitions", one in the US and three in Europe. However, none would justify a rights issue of this size. Two of them involve pharmaceuticals.

calls on pharmacists, community nurses and wholesalers on July 4.

"The emphasis within the group will be on the provision of products specific to the wound care needs of health care professionals in the community" the company explains.

This development is a response to increasing Government attention to primary health care at a time when earlier hospital discharge and a fast-growing geriatric population is leading to an increase in treatment at home rather than in hospital. "It was high time we expanded to meet this need" say J&J.

A&W sell off Widnes plant

Albright & Wilson have taken a further step towards moving out of the pharmaceutical industry with the sale of their west bank manufacturing site at Widnes.

The plant manufactures a wide range of toluene derivatives, for use mainly as pharmaceutical intermediates. Purchasers are newly-formed Marchem Ltd, who will continue the plant's production activities, employing existing staff and management.

Multi-interests

Marchem are controlled by Marlborough Teeside Management, a multi-interest holding company who also own Wendstone Pharmaceuticals.

Albright & Wilson's remaining involvement in pharmaceutical manufacturing is centred on their Stratford plant in East London, which is itself due for closure.

Hills parent gains NE network

Mawson and Proctor Pharmaceuticals have been bought by AAH Holdings in a £711,000 cash and shares deal.

AAH subsidiary Hills Pharmaceuticals already operate a substantial wholesale distribution business covering the North West, Yorkshire, Midlands and South. The acquisition of Mawson and Proctor allows them to add a North East network stretching from Gateshead to Berwick.

Assets put at £1m

AAH directors estimate M&P's assets at a little over £1m, with pre-tax profit in the year to April 30 of £130,000.

No changes in staff or premises are envisaged, and M&P will continue under the joint managing directorship of Bob Green and Paul Allen.

SKF put 12½pc on UK turnover

Smith, Kline and French increased UK sales by 12½ per cent to £48.5m in 1982. Overall sales of the UK operating group reached £77m, an increase of 2.1 per cent over the previous year.

Around £10m of profits was retained to fund extensions, provide working capital and pay shareholders' dividends.

Exports to the Middle East and Africa increased by a third, as did sales of Menley & Lames consumer products. Animal health turnover in the UK was up 18 per cent.

More Business News overleaf

Primary health care sales team from J&J

Johnson & Johnson are splitting sales responsibility in their patient care division with the creation of a sales team to deal specifically with primary health care products. This will involve the recruitment of additional staff from outside the company.

The new sales and marketing group is headed by Bruce Collings, formerly new business development manager, begins

£13,000 loss for CDA in '82

Chemists' Defence Association suffered a loss of £12,833 in 1982 compared with the £3,987 profit in 1981. Revenue from subscriptions over the year was up £2,295 at £16,161, but liability expenditure was more than doubled at £27,208.

'Gross carelessness

Although only a small proportion of this figure is attributable to dispensing error, CDA say some errors can only be put down to "gross carelessness" on the part of the pharmacist. The case is cited of a product handed out to a patient direct from a wholesaler's delivery without the pharmacist first checking the label to ensure the correct product had been delivered. "Evidence indicates that some pharmacists have lost the habit of checking by sight and smell as they dispense" CDA conclude.

"The majority of claims are still relatively trivial" they add. "But with inflation and changing attitudes in the court and among the public, few can be settled cheaply."

These factors have lead to a

"significant increase" in the association's re-insurance costs, which in turn has led to increased premiums. Further increases may prove inevitable if claims continue to escalate, but CDA hope these will not have to be so dramatic.

Danger of bankruptcy

CDA point out that the rare error which does cause damage to the patient could easily bankrupt an individual pharmacist. They cite the predicament of the second doctor in the recent Migril case — currently pending appeal — who found himself uninsured as a result of late payment of subscriptions to his own defence organisation. He has therefore been faced with selling his house to meet the £30,000 damages award.

The winter of 1982 gave rise to a spate of claims arising from unguarded fires, few of which could be settled for under £100. Pharmacists are reminded to check shop safety procedures.

Retail prices

The Department of Employment's all-items retail prices index reached 333.9 in May (January 1974 = 100). This represents an increase of 0.4 per cent on April (332.5) and an increase of 3.7 per cent on May 1982.

COMING EVENTS

Guild symposium

The Guild of Hospital Pharmacists are holding a symposium to celebrate their 60th anniversary at the headquarters of the Pharmaceutical Society, 1 Lambeth High Street, London on Sept 11, at 10am.

The symposium will begin with the Nicholas 1983 award presentation by Dr Brian Hebron, a staff pharmacist at Rotherham General Hospital, after coffee. After this four speakers, Mr Jack Fish, Mr Geoff Bryan, Ms Joan Greenleaf and Mr Colin Hetherington, will present the "History of the Guild" to be followed by a discussion. A sherry reception and buffet lunch commence at 1pm. Application forms from Miss Marion Dinwoodie, 63 Cecile Park, London.

Advance information

Hospital Pharmacists Group, Pharmaceutical Society, at Society Headquarters, 1 Lambeth High Street, London SE1 7JN, on October 28 at 10.30am. One-day meeting on "Natural blood products and synthetic substitutes." Registration fee: £20 for Society members, £30 for non-members. Registration forms from Mr R. Marshall at above address.

United Kingdom Clinical Pharmacy Association, Newcastle, on September 28. Workshop on drug literature evaluation. Attendance fee £15 for members and £25 for non-members. Application forms from Miss C. Clark, The Pharmacy, Hope Hospital, Manchester M6 8HD.

APPOINTMENTS

Paffard heads new B-M division

Roger Paffard has been appointed manager of Bristol Myers Pharmaceutical's new community health care division (see p1157). He was previously marketing manager in the consumer division and will head the following team:

Roger Collins is appointed marketing manager OTC, nutritional and dermatological.

Stephen Shearing joins the company from Nicholas laboratories as general sales manager of the OTC division.

Graham Brew becomes national sales manager of BMP's nutritional and dermatological division.

All change at Seton marketing

■ **Seton** have made several major changes to their marketing management team. Roger Styles, formerly export marketing manager, has been appointed marketing director, taking responsibility for both UK and overseas markets.

Mike Swann becomes UK sales director, relinquishing his old post as marketing director.

A newly-formed UK Rehab Products Division will be headed by Paul Vallance as general manager. This follows the company's recent acquisition of Danish manufacturers Rehab Technic (C&D June 4, p1052). David Boyes is appointed hospital market manager in the sales and marketing divisions.

■ **Lilia-White Ltd**: Philip Barnes, previously marketing manager for tampons has been promoted to marketing controller, responsible for all aspects of brand marketing. Further changes are the promotion of Tim Cowin, Andrew Frost and Nigel Gaunt to the position of product group managers. This forms part of a re-structured marketing department.

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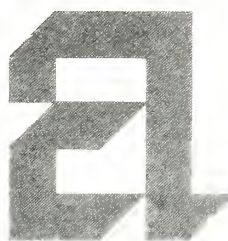
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